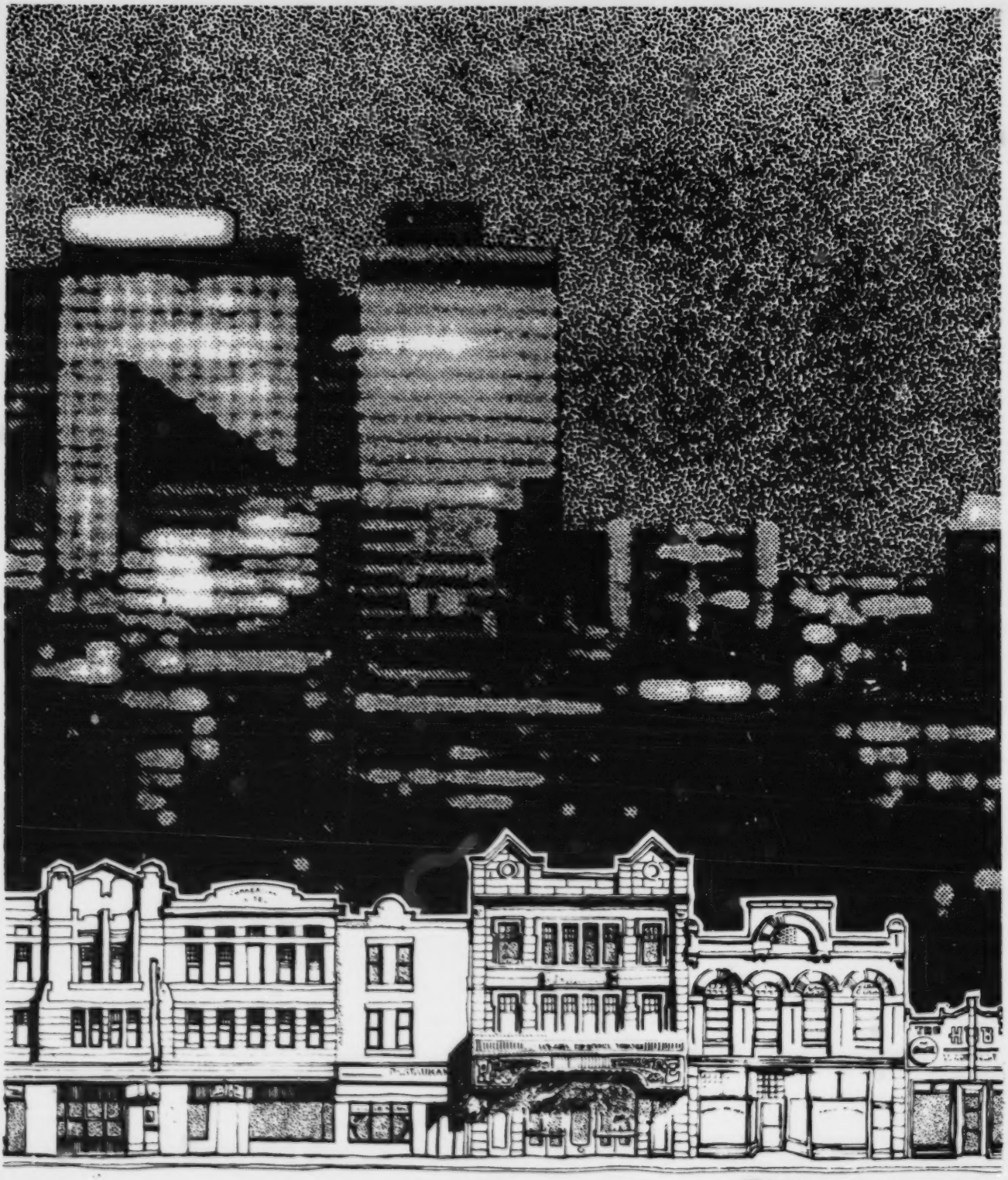
RETAIL SPACE, ITS USE AND DISTRIBUTION

COMMERCIAL DEVELOPMENT IN EDMONTON, 1983 REPORT NO. 1



THE CITY OF Edmonton PLANNING

88-06039/

RETAIL SPACE,

ITS USE AND DISTRIBUTION

COMMERCIAL DEVELOPMENT IN EDMONTON, 1983

REPORT NO. 1

City of Edmonton
Planning Department
1983 08 20

ISBN 0-919831-10-9

EXECUTIVE SUMMARY

This report is part of an ongoing Study of Commercial Development in Edmonton. It summarizes key information from a complete inventory of active retail floorspace for the entire city (based on 1982 Business Assessment information), and presents an overview of Edmonton's retail structure. The description and statistical data cover two main aspects (1) the floorspace usage characteristics of five major groups of retail activities -- comparison goods (apparel, furniture, appliances, etc.), convenience goods (foods, drugs, hardware, etc.), personal services (barber sales, beauty salon sales, etc.), manufacturing/wholesaling (machinery, rig processors), and restaurants; and (2) their distribution in various types of retail locations as defined in the Edmonton General Municipal Plan (Chapter 1).

Of the five categories, retailers of comparison goods occupied the largest amount of retail floorspace (67.1%), followed by shops in the convenience goods category (25.5%). The remainding 7% of the city's occupied retail floorspace was shared among the other three categories (Section 2.1, Chapter 2).

Over 40% of the active retail floorspace was located in 22 shopping centres (including 8 regional, 8 community and 6 neighbourhood shopping centres as defined in the 1980 Edmonton General Municipal Plan). Numerous **unspecified** (see definition Section 2.7, page 22) retail locations found throughout the city, featuring corner variety stores, shopping centres of less than 30,000 square feet and smaller clusters of shops accounted for 29% of the City's active retail floorspace. Retail (commercial) strips -- 24 in total --accommodated 20.8% of the City's retail floorspace, with the remaining 9.5% scattered in three highway corridors and four industrial outline plan areas (Section 2.2, Chapter 2).

The distribution pattern of retailing is partly reflected by the different functions performed in different retail locations. Thus, retailers in the comparison goods category tend to concentrate in the regional shopping centres, usually around major anchor stores such as the Bay, Eatons, Sears or Woodwards, while the convenience goods sector increases its visibility in community and neighbourhood shopping centres and on retail strips. Highway corridors and industrial areas, on the other hand, appear to appeal to retailers in auto-related sales, hardware and building products, and furniture and appliance sales, all of which require relatively large, inexpensive storage and display areas (Sections 2.5, 2.6, 2.7, Chapter 2).

The geographic distribution of retailing seems to favour the older and more established areas such as Garneau and Oliver. In general, looking at the retailing from the sub-district level sub-district I which includes the Downtown, has the most diversified retail base and the highest share of the retail floorspace (17%), followed by sub-districts VII and XII with 13% each. There is considerable disparity between some of the newer and older sub-districts. For example, sub-district XI which consists mainly of the young communities of Mill Woods, only supplies 2% of the city's total active retail floorspace (Section 3.1, Chapter 3).

The Downtown, with the Edmonton Centre, Jasper Avenue and other nearby shopping streets, has a diversified retail base. Nevertheless, what appears to be its dependence on employee shopping, along with the absence of a sizeable local residential population and the emergence of mega-scale suburban shopping centres such as West Edmonton Mall, are factors which may limit its potential for accommodating any further major expansion of the retail sector (Section 3.2, Chapter 3).

These findings provide useful factual information for the next phase of the Commercial Development Study. They also highlight a need to:

- assess the impact of regional shopping centres on the downtown and other conventional retail forms, and in particular determine whether there is a trend towards mega-scale regional shopping facilities and the implications of such a trend;

- review the existing policy framework for commercial development in the downtown to ensure that a realistic and effective approach is adopted for revitalizing the downtown retail sector;

- analyze the relation between office development and retailing, and the potential of the Town Centre Concept as proposed in the Edmonton General Municipal Plan;

- evaluate the impact of the trend towards locating an increasing proportion of commercial development in industrial areas on the supply of industrial land;

- consider whether the City should attempt to ameliorate any disparities that exist between sub-districts with respect to available shopping facilities by encouraging more developments of appropriate size and scale in those areas considered to be deficient.

In the next phase of the Commercial Development Study, some of the above and other related issues will be selected for in-depth analysis.

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CHAPTER 1 - INTRODUCTION

1.1 Purpose of the Report

This report presents an overview of the City's retail structure by summarizing information on the distribution and floorspace usage characteristics of retail businesses in Edmonton. The information was derived from an inventory of retail floorspace currently in active use throughout the entire city in mid 1982. Vacant space is not included. This report is based on data provided by the Assessment Department.

The main purpose of this report is to provide basic data for an ongoing, two-phase study of commercial development in Edmonton.

Specifically, the objectives of this report are:

1. to obtain a clear understanding of the distribution of retail floorspace by goods and services categories and by location;
2. to provide basic data to other users in both the public and private sectors, through the inclusion of a statistical package in the appendix section of this report; and
3. to undertake a preliminary analysis of the city's retail structure based on which further in-depth policy research can be carried out during the second phase of the Commercial Study.

In context of the preparation of the Urban Growth Strategy Woods Gordon commented on the importance of obtaining an up-to-date and accurate picture of the city's retail structure:

> "There is a serious deficiency in decision-making capabilities, among all interested parties (eg. City, developers), in the area of (a) Edmonton's retail market, and (b) location/phasing impacts and potentials of major shopping centres. Basic inventory data on floorspace types, expenditures (sales), consumer flows, competitive interaction and the capacity of the Edmonton market and market sectors, is seriously lacking. From this, there is no objective, rigorous and defensible process for all parties to assess the impacts (positive and negative) of ongoing retail development proposals and policies."

(Woods Gordon, "Report on Regional Activity Centres", December 1981, Page 62)

This report addresses some of the deficiencies identified above, but most importantly to meet the specific needs of the Planning Department and the Civic Administration in general. The report provides an account of the structure of retailing activities in Edmonton. It focuses on the distribution pattern and functional characteristics of the different types of retail locations.

1.2 Data Source and Organization

This report deals with retail floorspace which was in active use by businesses in September, 1982. It does not account for the retail floorspace which was vacant or under construction at the time the data was collected. For the purpose of this study, the source information as supplied by the Assessment Department has been reorganized and reclassified by retail merchandise categories, space types and location, as illustrated in Table 1. (Refer to appendix 3 for definitions of the merchandise categories.)

Information from computer print-outs on retail floorspace was sorted and placed into one of the five merchandise categories. To improve accuracy of data description the comparison and convenience goods categories were further classified into sub-groups A and B. It should be noted that the last three categories -- personal services, manufacturing/wholesaling and restaurants include mainly the floorspace which is used by businesses for selling goods and are reported as sales floorspace.

The summary that follows begins with a brief description of retail distribution by the five merchandise categories. It then describes retailing in 22 regional, community and neighbourhood shopping centres, 24 retail strips, 3 highway corridors and 4 industrial areas, as well as numerous unspecified retail locations. These classifications are used because it allows for consideration of policy by areas as adopted in the Edmonton General Municipal Plan.

Table I

DATA ORGANIZATION CHART

CATEGORIES:	GROUPS:
1. **Comparison Goods:**	1. General Merchandise: A = Department Stores B = General & Variety Stores
	2. Apparel, Accessories: A = Clothing Only B = Accessories
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related
	4. Automotive Related
	5. Retail Stores (Specialty)
2. **Convenience Goods:**	1. Foods Retail: A = Grocery Stores B = Food Supermarkets
	2. Secondary Food Stores
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids
	4. Hardware & Building Products A = Hardware Only B = Building Products
	5. Other Retail
3. **Personal Services***	
4. **Manufacturing/Wholesaling**	
5. **Restaurants***	

*Report No. 3 entitled, "Special Purpose Commercial Services" inventories all businesses found in Personal Services and Restaurants, while this report only deals with those that reported retail sales floorspace.

CHAPTER 2 - DISTRIBUTION OF RETAILING BY MERCHANDISE CATEGORIES AND BY RETAIL LOCATIONS

2.1 Retail Distribution by Merchandise Categories

Tabie 2 summarizes retailing activities for the entire city. It shows the number of businesses and total floorspace used by each of the five merchandise categories. In 1982, the city as a whole contained 3986 establishments which occupied 1,484,499 m^2 of retail floorspace. Over 92% of the active retail floorspace in the city was devoted to the sale of comparison and convenience goods with less than 8% occupied by the businesses retailing the other three categories of goods.

The number of businesses found in each merchandise category does not, however, necessarily correspond to the amount of floorspace that each group occupies. For instance, the comparison goods category comprises 52.6% of the total number of businesses, but uses 67.1% of the active retail floorspace (Figure 1). Also, within this category, a relatively small number of general merchandise stores (2.1%) actually occupies a very large amount of floorspace (33.7%). In contrast, retail specialty stores which account for 23.8% of the businesses, use only 11.6% of the active retail floorspace (Table 2).

These differences can be explained by reference to the type of merchandise sold at the retail outlet. For example, department stores offer a very large variety of goods because they operate in a comparative shopping environment; consequently, they also require large amounts of floorspace for the display of goods and for customer circulation.

Table 2

CITY-WIDE STATISTICAL SUMMARY OF BUSINESSES AND RETAIL FLOORSPACE BY MERCHANDISE CATEGORIES

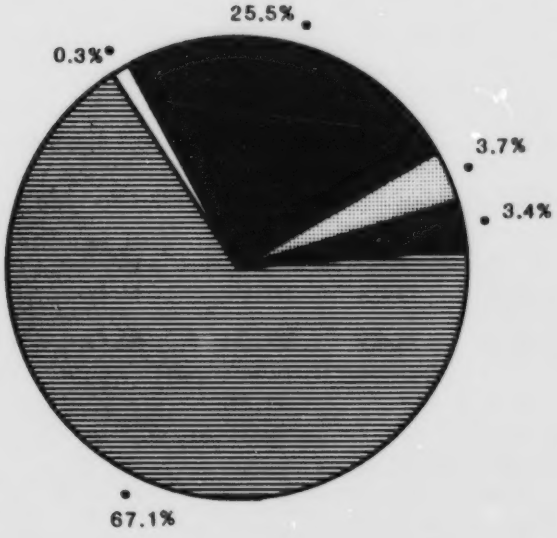
Category	Groups:	Total Number of Businesses	Percentage of business Share	Total Floorspace (m^2)	Percentage of Floorspace Used
1. Comparison Goods	1. General Merchandise:		2.1%		33.7%
	A = Department Stores	48		478,619	
	B = General & Variety Stores	36		21,113	
	2. Apparel, Accessories:		15.8%		9.3%
	A = Clothing Only	472		102,757	
	B = Accessories	158		35,163	
	3. Furniture, Appliances:		5.5%		6.9%
	A = Furniture Only	76		72,901	
	B = Appliances & Related	140		29,180	
	4. Automotive Related	212	5.4%	83,131	5.6%
	5. Retail Stores (Specialty)	950	23.8%	172,842	11.6%
	Subtotal	2,094	52.6%	995,706	67.1%
2. Convenience Goods	1. Food Retail:		10.3%		11.8%
	A = Grocery Stores	364		68,297	
	B = Food Supermarkets	45		106,635	
	2. Secondary Food Stores	183	4.6%	24,491	1.6%
	3. Drugstores:		3.9%		2.8%
	A = Drugstores Only	139		40,432	
	B = Health & Beauty Aids	19		1,184	
	4. Hardware:		6.9%		7.7%
	A = Hardware Only	25		16,982	
	B = Building Products	252		97,141	
	5. Other Retail	89	2.2%	23,425	1.6%
	Subtotal	1,116	27.9%	378,587	25.5%
3. Personal Services		570	14.3%	55,621	3.7%
4. Manufacturing/ Wholesaling		133	3.3%	50,293	3.4%
5. Restaurants		75	1.9%	4,292	0.3%
	TOTAL	3,986	100.0%	1,484,499	100.0%

Note: Only floorspace which showed retail "sales" in the assessment data were recorded, Personal Services, Manufacturing and Restaurants appear low for this reason.

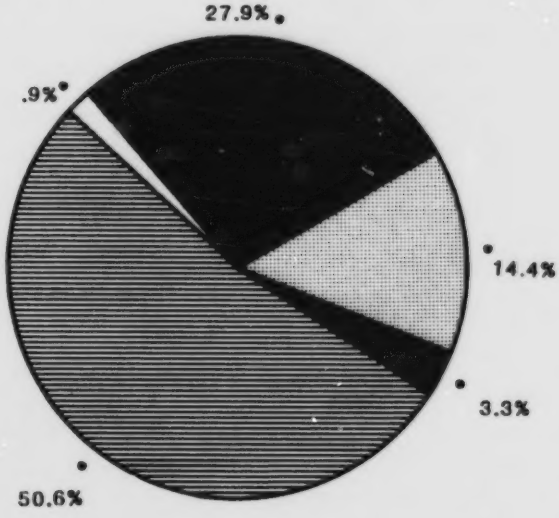
Figure 1

PERCENTAGE DISTRIBUTION OF BUSINESSES AND FLOORSPACE OCCUPANCY

PERCENTAGE OF FLOORSPACE USE



PERCENTAGE OF BUSINESSES



GOODS AND SERVICES CATEGORIES

- COMPARISON GOODS
- CONVENIENCE GOODS
- PERSONAL SERVICES
- MANUFACTURING/WHOLESALING
- RESTAURANTS

Table 3

DISTRIBUTION OF FLOORSPACE BY RETAIL LOCATIONS

Retail Locations	Number of Businesses	Percentage of Businesses	Floorspace (m^2)	% of Floorspace
Shopping Centres *	1,147	28.8	603,550.5	40.7
Retail Strips **	1,143	28.7	309,611.5	20.8
Highway Commercial Areas	21	.5	11,344.2	.8
Industrial Areas	325	8.2	129,230.6	8.7
Unspecified Retail Locations	1,347	33.8	430,363.3	29.0
Total City	3,986	100.0%	1,484,499.8m^2	100.0%

Includes

*Edmonton Centre

**Jasper Avenue outside the Downtown Area Plan

Retail stores such as supermarkets, drugstores and personal service stores, on the other hand, operate in a convenience shopping environment and do not require large comparison displays of a wide range of goods.

Simiarly, retail specialty stores such as apparel and accessories generally offer fewer items of merchandise and consume less amount of floorspace because they often cater to specific groups of customers who are willing to travel directly to the stores to obtain the goods.

2.2 Distribution by Retail Locations

In this section the distribution and composition of retail businesses and floorspace in specific areas of the city is outlined. The retail areas include a total of 22 regional, community and neighbourhood shopping centres, 24 retail strips, 3 highway corridors, 4 industrial areas and numerous unspecified smaller retail concentrations throughout the city. As explained in the Introduction, the above area system was devised from the definitions contained in the Edmonton General Municipal Plan.

Table 3 shows the overall distribution of retail activities in these locations. Shopping centres occupied the largest amount (40.7%) of the active retail floorspace, followed by unspecified retail areas (29.0%), and retail strips (20.8%). Industrial areas and highway corridors together used only 9.5%.

In all of these areas, comparison goods stores occupy the largest amount of floorspace, followed by stores selling convenience goods. The distribution of retail floorspace in the remaining goods and services categories varies according to the location.

For example, personal services use between 5.5% and 8.3% of the floorspace in retail strips and unspecified retail areas, as compared to less than 1% in shopping centres, highway corridors and industrial areas. Retail businesses in the manufacturing/wholesaling category are prominent in highway corridors, unspecified retail areas and, to a lesser extent, industrial areas. They are rarely found in shopping centres and retail strips (Figure 2).

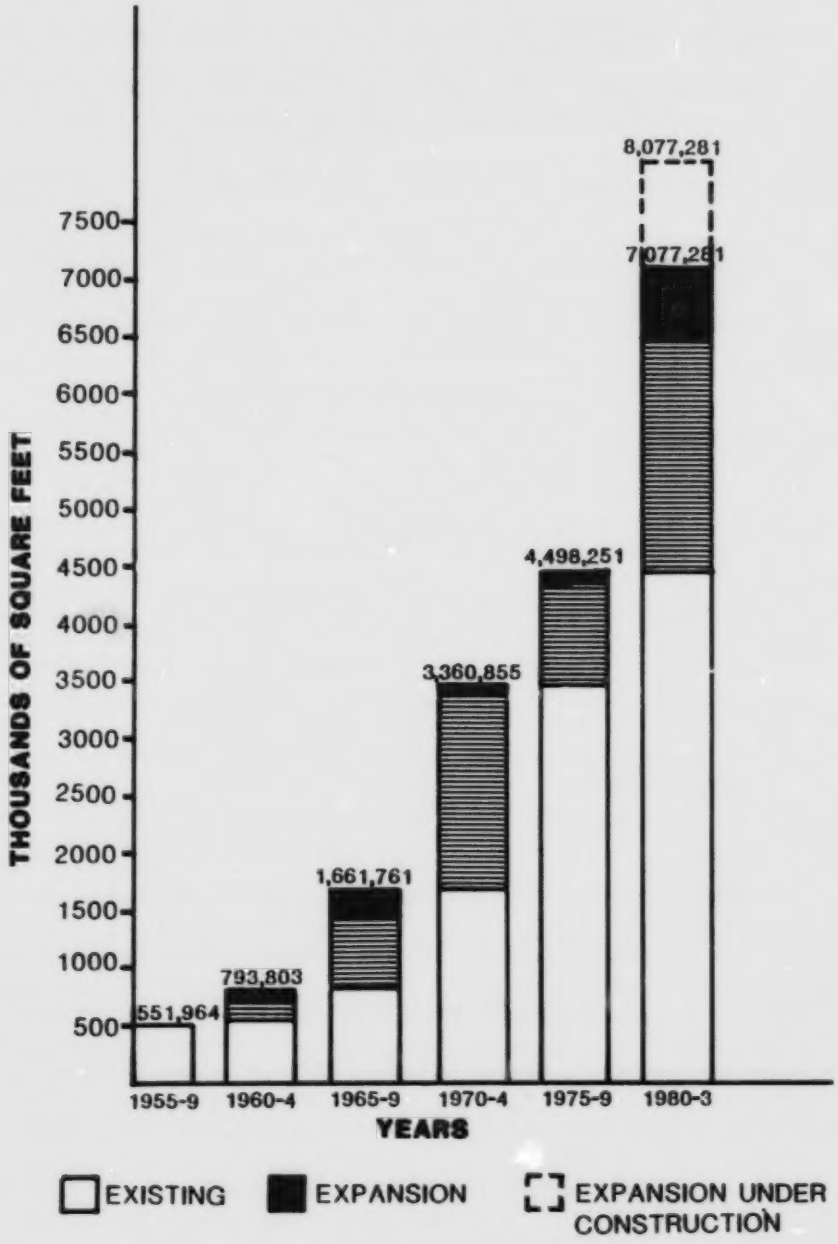
Generally speaking, the distribution pattern of retailing is indicated by the function performed at a specific retail location. Hardware and automotive parts stores are therefore found in highway corridors or industrial areas and local sales of bakers, butchers and cleaners are found in neighbourhood shopping centres.

In the following sub-section, the function and operational characteristics of the various retail areas are analyzed in an attempt to explain why certain locations have a strong appeal to one particular category of retail business, and not another.

2.3 Shopping Centres

Edmonton's retail market has been greatly influenced by the introduction and expansion of shopping centres. Graph I shows that shopping centre floorspace in Edmonton almost quadrupled between 1965 and 1974. With expansion under construction it will have almost doubled again between 1975 and 1983. The net result is that shopping centres have become the dominant form of retailing in Edmonton, accounting for over 40% of the total active retail floorspace. The growth momentum appears to have been sustained in spite of the economic downturn.

Graph 1
GROWTH OF SHOPPING CENTRE FLOORSPACE IN EDMONTON (1955 TO PRESENT)



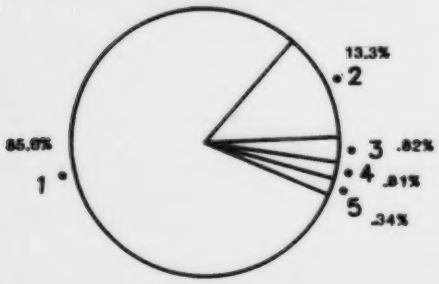
Source: Canadian Directory of Shopping Centres, 1983

NOTE: Only regional and community shopping centres are represented (see appendix for specific names)

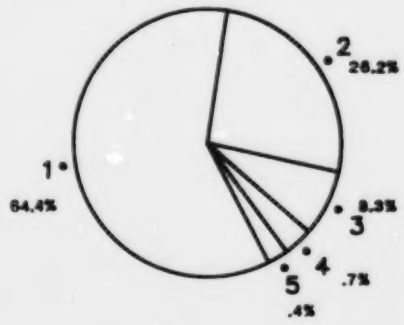
Figure 2

COMPARISON OF RETAIL FLOORSPACE BY LOCATIONS

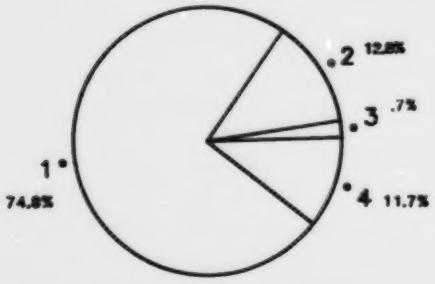
SHOPPING CENTRES



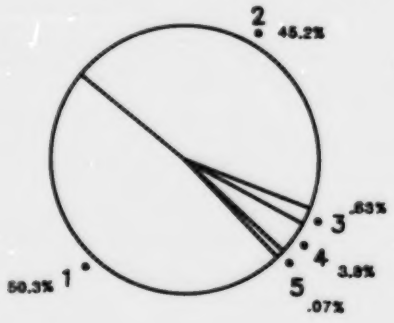
RETAIL STRIPS



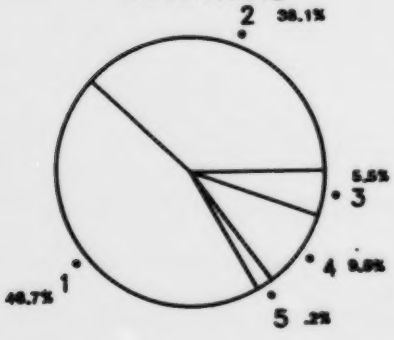
HIGHWAY CORRIDORS



INDUSTRIAL AREAS



UNSPECIFIED RETAIL LOCATIONS



GOODS AND SERVICES CATEGORIES

1 COMPARISON GOODS
2 CONVENIENCE GOODS
3 PERSONAL SERVICES
4 MANUFACTURING/WHOLESALING
5 RESTAURANTS

Map I shows all the shopping centres included in the retail floorspace inventory. A hierarchical system of shopping centres consisting of downtown, regional, community and neighbourhood shopping centres has been adopted in this report (see appendix 2 for criteria). The classification reflects the differences in size, location and market area between the different types of shopping centres in the hierarchy, as well as the range and type of goods and services offered.

A comparison has been made between Londonderry, Capilano and Petrolia shopping centres, in order to highlight the differences in function and operational characteristics between typical regional, community and neighbourhood shopping centres found in the city (Table 4). The results show that:

1. regional shopping centres tend to concentrate on the selling of comparison goods. In the case of Londonderry Shopping Mall, stores selling comparison goods occupy 92% of the total retail floorspace;

2. stores selling convenience goods have a higher profile in community shopping centres;

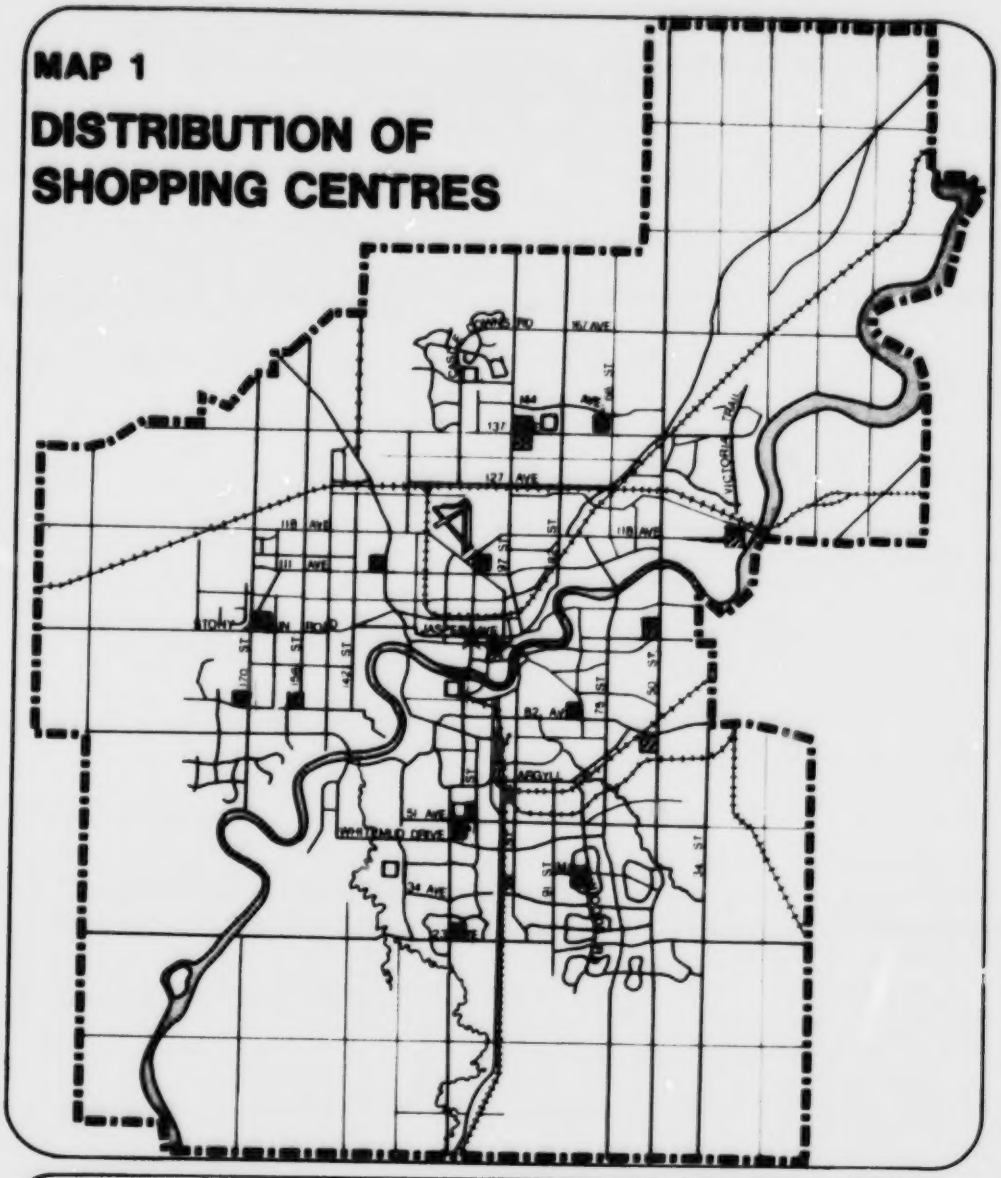
3. at the neighbourhood shopping centre level, convenience goods emerge as the most important items of goods sold. In Petrolia Shopping Centre, 86% of the floorspace is devoted to the sale of convenience goods, as compared to 16% in Capilano (a community shopping centre), and 7.5% in Londonderry (a regional shopping centre); and

4. personal services show a similar change as found in the convenience goods category; their share of floorspace increases from 0.2% at the regional shopping centre level to 10.6% at the neighbourhood shopping centre level.

After the downtown, regional shopping centres are considered the next level in the retail hierarchy because of their floor area, the variety and the number of operating businesses clustered within them. They usually contain two or more major department stores such as the Bay, Eatons, Sears or Woodwards. These major tenants act as anchor stores, drawing a full range of specialty stores to the centre, including furriers, jewellers, and high class men's and ladies' clothing stores. Because these specialty stores sell fewer goods at higher prices, they require a very large market area which only a major shopping centre can provide.

MAP 1

DISTRIBUTION OF SHOPPING CENTRES



SHOPPING CENTRES:

- Regional Shopping Centres
- Community Shopping Centres
- Neighborhood Shopping Centres
- Downtown Shopping Centres

N

Table 4

COMPARISON BETWEEN REGIONAL, COMMUNITY AND NEIGHBOURHOOD CENTRES BY GOODS AND SERVICES CATEGORIES

	Regional	Community	Neighbourhood
Categories	**Londonderry**	**Capilano**	**Petrolia**
Comparison Goods	52,781.9m^2 92.0%	20,792.3m^2 81.7%	126.3m^2 3.6%
Convenience Goods	4,294.0m^2 7.5%	4,139.4m^2 16.0%	2,943.1m^2 86.0%
Personal Services	88.8m^2 0.2%	424.7m^2 1.7%	364.5m^2 10.6%
Manufacturing/* Wholesaling	48.3m^2 0.1%	0	0
Restaurants*	315.5m^2 0.5%	284.7m^2 1.0%	0
TOTAL	**57,528.5m^2**	**25,459.1m^2**	**3,433.9m^2**

*Only businesses which show retail sales floorspace are included in these categories, offices, common areas, storage, restaurants with space reported as food and some service businesses are not included.

On the third level, community shopping centres have as anchor tenants, one or two secondary department stores (e.g. as Woolworth's, Woolco, K-Mart, Zellers or Saveco). Convenience goods stores, such as Safeway and IGA also begin to appear in greater numbers, at this level.

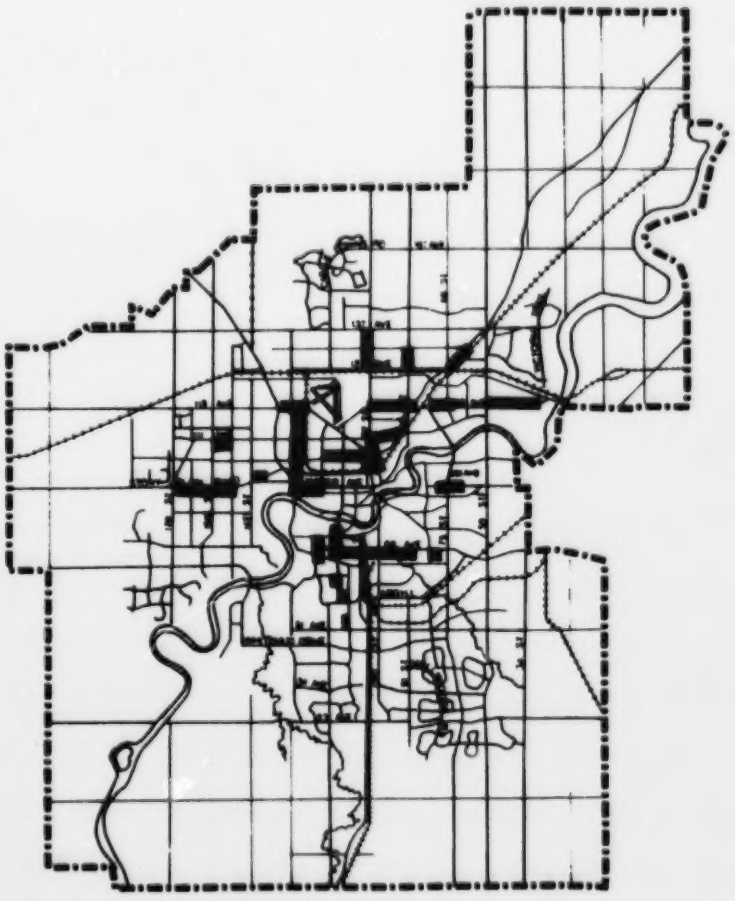
The last level in the hierarchy is the neighbourhood shopping centre. Serving local residents, the predominant retail businesses sell convenience goods. The major tenants for these centres include a large supermarket and drug store. As well there may be bakeries, meat shops, one-stop cleaners, fast photo finishing and variety stores. All these businesses serve personal needs of the local consumer.

2.4 Retail (Commercial) Strips

It is not a coincidence that virtually all retail strips in Edmonton are located along main transportation routes (Map 2). Historically, some of the older strips such as Whyte Avenue, Stony Plain Road and 118 Avenue had once been the town centres of communities before they were annexed by the City of Edmonton, while other strips have taken advantage of routes designated for commuter traffic. An example of the latter is 124 Street which was among the first major roadways served by street cars. In examining the land use pattern of retail strips, it is important to analyze their history, as well as the impact of transportation technology on the strips themselves. At present, many retail strips have retained a local flavour and continue to serve their nearby neighbourhood, but some have evolved into "specialty" shopping areas, catering not only to the local residents, but also to the city's entire population.

MAP 2

COMMERCIAL STRIPS IN EDMONTON



SOURCE: Edmonton General Municipal Plan, Vol. 2

Comparison goods are the largest merchandise category sold by stores on retail strips. This is reflected in the relatively large amount of floorspace (64.4%) devoted in retail strips to the selling of comparison goods. In contrast, convenience goods stores which rank second occupy only 26.2% of the total floorspace. Finally, it is worth noting that personal services appear in greater numbers in retail strips than in shopping centres, using 8.3% of the available floor area.

Many retail strips have over time become specialized shopping areas well-known for their specialty stores. A typical example is 124 Street where 33.5% of the retail floorspace is devoted to the selling of furniture and appliances, and 25% to specialty goods (both figures not shown). Likewise, on Whyte Avenue, 25.3% (again figure not shown) of the retail floorspace is occupied by food stores and 30.6% by specialty stores (e.g. antique and leather goods shops). Since specialty stores require large market areas, both strips would draw their customers from across the city.

In comparison, retail strips such as Stony Plain Road (149 Street to 170 Street), which depend on localized markets, generally manifest a more even distribution of stores. In the Stony Plain Road example, the mix is as follows:

Store Type	Floorspace Used
Apparel, Accessories	4.6%
Furniture, Appliances	8.5%
Automotive	3.3%
Retail Specialty	25.2%
Supermarkets	25.0%
Secondary Food Stores	3.0%
Drugstores	10.7%
Hardware	8.1%
Personal Services	7.3%
Retail - Manufacturing, Wholesaling	2.6%
Restaurants	0.6%
Other Retail	1.1%

Typically, in such a retail strip, nodes made up of related businesses are found along certain sections of the street, usually around major transit terminals. Examples are:

1. Food stores - meat stores, bakeries, cheese and wine stores.
2. Apparel and accessory stores - clothing stores, tailors, cleaners, fashion stores.
3. Furniture and appliance stores - new furniture, hardware, second-hand furniture stores.
4. Specialty stores - coin and stamp shops, antiques, art shops, pawn shops.

The above brief description serves to highlight the fact that even within the broad category of retail strips, there are differences in the types of businesses found, and in the function performed by different strips. The implication of this finding is that no simple generalized planning policy is wholly applicable to all retail strips; therefore policy must be specifically designed to account for the unique character and function of the commercial strip in question.

2.5 Highway Corridors

Excluding establishments such as motels, hotels and restaurants, retail floorspace in highway corridors makes up less than 1.0% of the city's total.*

While the distribution pattern of merchandise categories for highway corridors is statistically similar to shopping centres, the retail activities found along highway commercial corridors are quite different, in that:

---

* For the purpose of this report, Yellowhead Corridor is excluded from the retail floorspace calculations. This is because: (1) the present land use of the Corridor is largely industrial; and (2) future land use designation as contained in the recently approved Yellowhead Corridor Area Structure Plan also restricts retail development for traffic reasons.

1. unlike shopping centres which accommodate outlets that are generally similar or complementary in function, many highway retail businesses operate as independent units;

2. highway retail businesses tend to be large users of land because they require large amounts of space for display or storage purposes. The success of their operations is therefore dependent on the availability of inexpensive and sizeable floorspace. Examples are automotive and farm equipment dealers; and

3. while retail outlets associated with manufacturing and wholesaling businesses are rarely found in shopping centres and retail strips, they are an important element on highway corridors. (This category uses 11.7% of the active floorspace.)

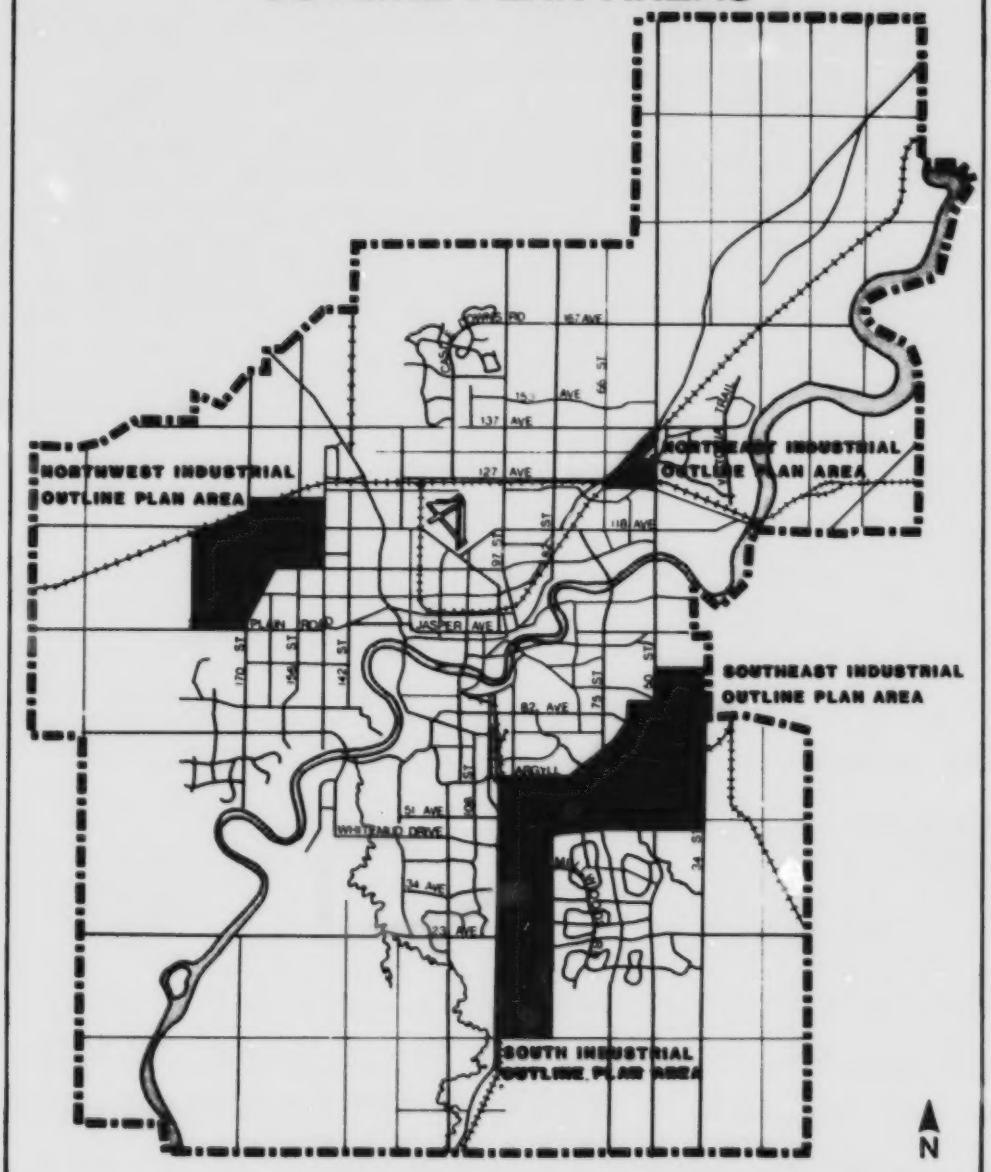
Like some retail strips, the highway corridors in Edmonton have over the years established themselves as specialized business areas. For example, a large proportion (47.5%) of the retail floorspace used by businesses on Fort Road are related to the sale of general merchandise, followed by specialty goods (30.2%) and automotive related goods (20.8%).

Highway 16, on the other hand, accommodates a significant number of businesses selling goods in the manufacturing and wholesaling category, whereas Calgary Trail's highest floorspace users are retailers of hardware and building products, and automotive-related goods.

2.6 Industrial Areas

The four industrial outline plan areas of Northeast, Northwest, South and Southeast (Map 3) account for 8.5% of the City's active retail floorspace. In these areas, businesses selling comparison and convenience goods are the main tenants, occupying 50.3% and 45.2% of the retail floorspace, respectively (Table 5). Surprisingly, only 3.9% of the floorspace is devoted to stores selling goods in the manufacturing and wholesaling category.

MAP 3 LOCATION OF INDUSTRIAL OUTLINE PLAN AREAS



SOURCE: Edmonton General Municipal Plan, Vol. 2

Table 5

DISTRIBUTION OF FLOORSPACE IN INDUSTRIAL AREAS

	CATEGORIES:	GROUPS:	Amount of Floorspace
1.	Comparison Goods:	1. General Merchandise	0.6%
		2. Apparel, Accessories	6.5%
		3. Furniture, Appliances	10.6%
		4. Automotive Related	14.8%
		5. Retail Stores (Specialty)	17.6%
		Subtotal	**50.1%**
2.	Convenience Goods:	1. Foods Retail	3.4%
		2. Secondary Food Stores	1.7%
		3. Drugstores	0.5%
		4. Hardware & Building Products	31.8%
		5. Other Retail	7.9%
		Subtotal	**45.3%**
3.	Personal Services		0.6%
4.	Manufacturing/Wholesaling		3.9%
5.	Restaurants		0.1%
		TOTAL	**100.0%**

All four industrial outline plan areas show similar patterns of retailing distribution. Stores selling hardware and building products (31.8%), automotive-related goods (14.9%) and specialty goods (17.6%) -- all apparently in support of the manufacturing industries in the areas -- are the key retailers. Examples of primary industries, which rely on these retail businesses for merchandise, include the oil service industries, steel and pipe makers, rig manufacturers and wire producers.

Of the stores found in the industrial areas 10.6% are furniture and appliance shops, which require large display and storage areas. Their presence appears to be attributable to the supply of relatively larger and inexpensive floorspace in the industrial areas, which may not be readily available in retail strips or in shopping centres.

A significant number of the retail stores are located along major arterial roads such as Mayfield Road and Argyll Road, thereby making themselves accessible and visible. Others prefer to locate in smaller retail clusters within the more recently planned industrial parks/subdivisions. It is within these clusters that fast food services, hardware and some furniture stores are found.

2.7 Unspecified Retail Locations

Retail businesses in **unspecified** locations throughout the city account for 29% of the city's retail floorspace. They are represented by the following:

1. businesses found in retail strips and unplanned older industrial areas not specifically identified in the Edmonton General Municipal Plan;
2. shopping centres that are less than 30,000 square feet in size; and
3. freestanding or independent retail stores.

Most of these retail businesses (e.g. corner variety stores) are oriented to their surrounding neighbourhood; however, there are also others that offer specialty goods which attract customers from all areas of the city.

All five merchandise categories are represented in **unspecified** retail locations. In comparison to the other retail locations, there is a more even split between comparison and convenience goods in the amount of floorspace devoted to both (46.7% and 28.1% respectively).

Since many businesses cater to the needs of the local population it is not surprising that the largest number are involved in the sale of retail foods. These use 19.9% of the active retail floorspace. The second highest floorspace user group is furniture and appliances (11.9%), followed by general merchandise (11.5%).

While personal services make up 21.9% of all businesses found in **unspecified** retail locations, they account for only 5.8% of the floorspace.

Finally, specialty stores which have a higher profile in **unspecified** retail locations account for 9.5% of the available floorspace.

CHAPTER 3 DISTRIBUTION OF RETAILING BY SUB-DISTRICTS

3.1 Sub-district I

Sub-district I (Map 4) for the purpose of this study is composed of:

1. a Central Business District (CBD) as defined in the Downtown Area Redevelopment Plan. Retailing in the CBD is made up of the Edmonton Centre, the middle section of Jasper Avenue which is within the plan area, and localized shopping streets;

2. the west section of Jasper Avenue which draws some of its customers from the adjoining neighbourhoods, and to a lesser extent, from other parts of the city; and

3. neighbourhood retail strips such as 97, 112 and 124 Streets. (see Figure 3).

The composition of retail activity found in the Downtown (CBD) Area is outlined in Table 6. It shows that:

1. the CBD as a whole devotes 89.7% of the floorspace to the selling of comparison goods and only 3.5% to the convenience goods businesses;

2. in the Edmonton Centre (a regional shopping centre by definition) the category breakdowns are very similar to other regional centres in that 95.7% of the floorspace is devoted to comparison goods and only 2.5% is used by businesses selling convenience goods; and

3. in the CBD, retailing businesses in the personal services category increase in number and occupy 6.2% of the total floorspace.

The distribution of floorspace among the main merchandise categories confirms the downtown as a regional shopping area. This statement is further supported by the extremely low profile played by convenience goods in the downtown area. This may be a reflection of the absence of a sizeable residential population within the downtown.

One factor which should not be overlooked in examining the retail structure of the CBD is the high degree of inter-dependence among the various commercial (both

MAP 4 PLANNING SUB-DISTRICTS

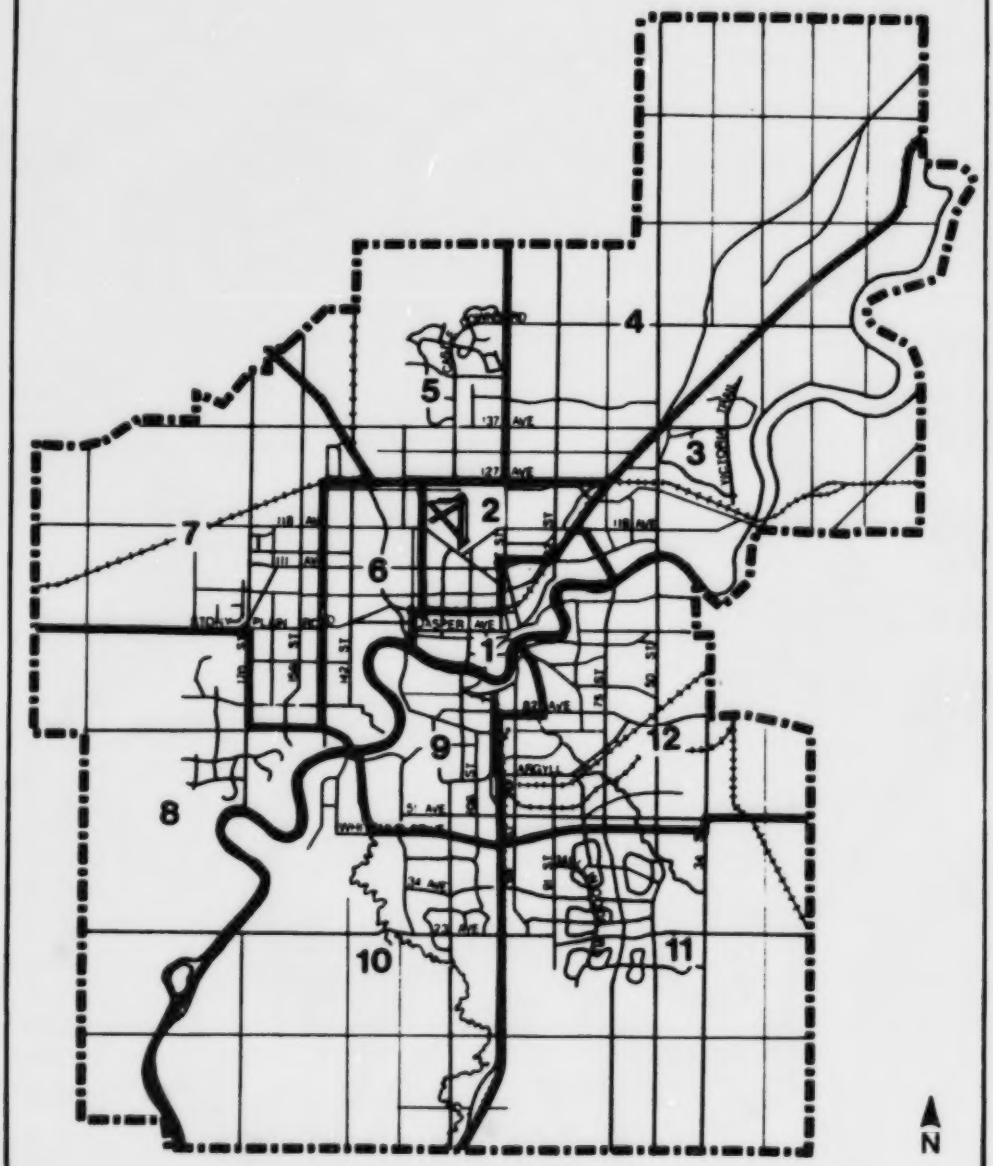
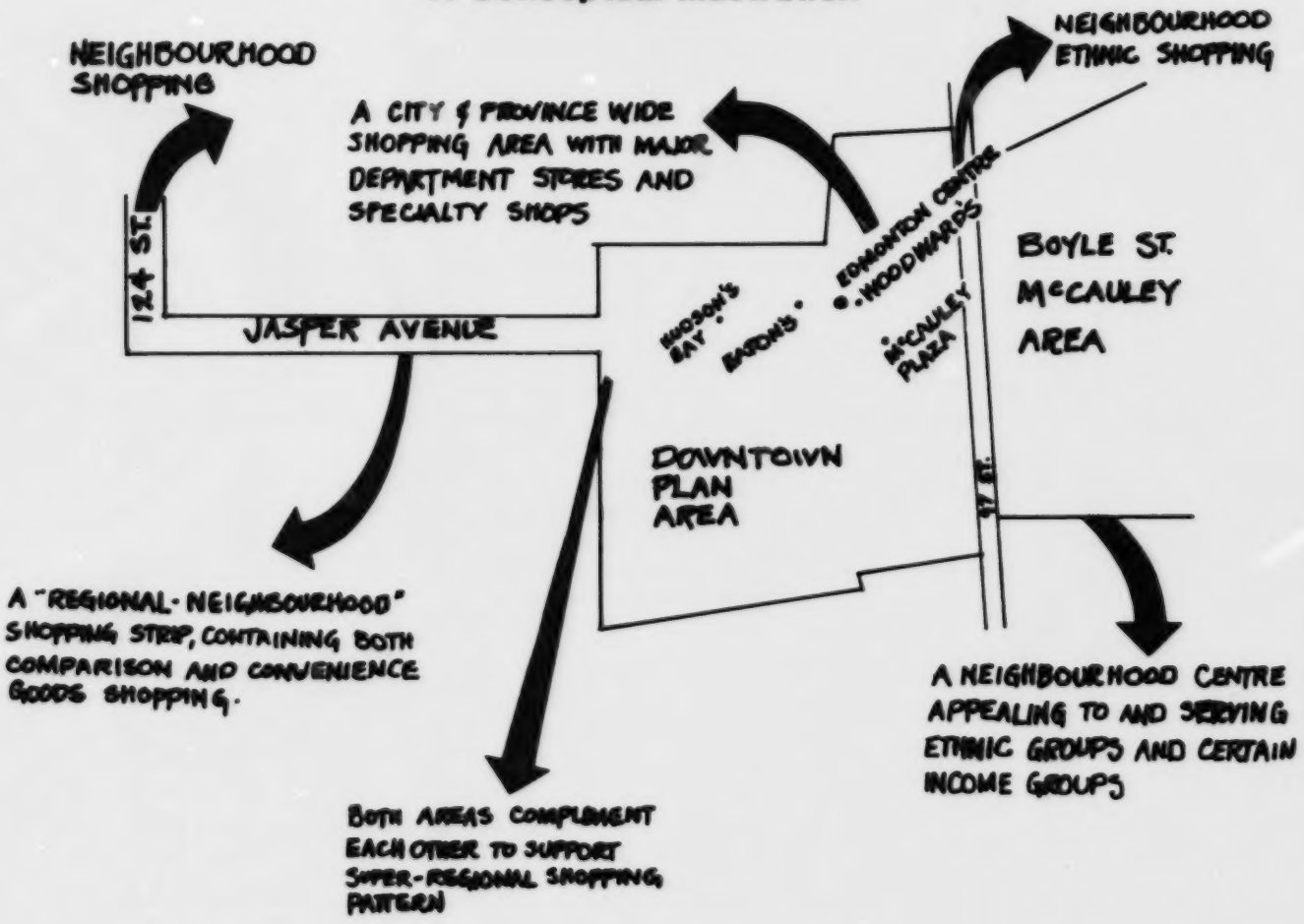


Figure 3
DISTRIBUTION OF RETAILING ACTIVITIES IN DISTRICT I
-A Conceptual Illustration


NEIGHBOURHOOD SHOPPING
A CITY & PROVINCE WIDE SHOPPING AREA WITH MAJOR DEPARTMENT STORES AND SPECIALTY SHOPS
NEIGHBOURHOOD ETHNIC SHOPPING
124 ST.
JASPER AVENUE
EDMONTON CENTRE
WOODWARD'S
HUDSON'S BAY
EATON'S
McCAULEY PLAZA
BOYLE ST.
McCAULEY
AREA
DOWNTOWN PLAN AREA
97 ST.
A "REGIONAL-NEIGHBOURHOOD" SHOPPING STRIP, CONTAINING BOTH COMPARISON AND CONVENIENCE GOODS SHOPPING.
BOTH AREAS COMPLIMENT EACH OTHER TO SUPPORT SUPER-REGIONAL SHOPPING PATTERN
A NEIGHBOURHOOD CENTRE APPEALING TO AND SERVING ETHNIC GROUPS AND CERTAIN INCOME GROUPS

office and retail) activities. A case in point is Edmonton Centre which is regarded as a successful downtown shopping centre. Its success has much to do with its ability to capture the positive influence of the nearby large department stores such as the Bay and Eatons. Though under separate roofs, these stores and Woodwards complement and support each other, drawing other smaller specialty stores and customers into their market area. Its proximity to numerous office towers which supply the retail stores with customers, also contributes to Edmonton Centre's sources.

Because of its size and concentration of retailing, the CBD has a major impact on the adjoining or nearby retail strips such as Jasper Avenue, 97 and 124 Streets. Stores in these strip areas have found it necessary to adapt to market conditions. A notable example is the west section of Jasper Avenue where 36.6% of the retail floorspace is devoted to comparison goods, and 46.5% is for convenience goods (Table 6).

Furthermore, in that section of Jasper Avenue, a large proportion (27.9%) of the floorspace in the convenience goods category are small food type stores, which serve households in the residential neighbourhoods surrounding the city's core area. In the comparison goods category, specialty goods stores (14.2%) are by far the most important retailing activity. The overall retail floorspace distribution suggests that while Jasper Avenue (as described here) depends on a localized market, it also augments the regional shopping market of the downtown area by offering a greater variety of goods and services.

Other retail strips such as 97 Street and shopping streets in the Boyle Street/McCauley area have adopted a different orientation by appealing to the local population. Here again, floorspace devoted to convenience goods outweighs floorspace devoted to comparison goods. In the Boyle Street/McCauley area 58.9% of the floorspace is devoted to the former category as compared to 35.3% for comparison goods.

Table 6

DISTRIBUTION OF RETAILING IN SUB-DISTRICT 1 - DOWNTOWN AND OTHER LOCATIONS

Merchandise Categories	Sub-District 1	Central Business Area	Edmonton Centre (Regional Shopping Centre)	Jasper Avenue	Boyle St. McCauley	Unspecified And Independent Businesses
Comparison Goods	Floorspace	Floorspace	Floorspace	Floorspace	Floorspace	Floorspace
General Merchandise	40.1	60.5	70.3	6.4	2.5	
Apparel, Accessories	12.7	11.7	17.4	7.7	8.2	grouped
Furniture, Appliances	7.0	2.6	0.0	3.2	10.3	together
Automotive Related	2.7	3.1	0.0	5.1	0.0	
Retail Specialty (Stores)	10.6	11.8	8.0	14.2	14.3	
Subtotal	**73.1**	**89.7**	**95.7**	**36.6**	**35.3**	**51.1**
Convenience Goods						
Foods Retail	8.6	0.4	0.1	27.9	19.4	
Secondary Food Stores	1.1	0.1	0.7	5.7	13.1	
Drugstore	2.0	1.5	2.2	6.9	10.2	grouped
Hardware, Building Products	4.6	0.4	0.6	2.6	16.2	together
Other Retail	1.6	1.1	0.0	3.4	0.0	
Subtotal	**17.9**	**3.5**	**3.6**	**46.5**	**58.9**	**48.9**
Personal Services	4.7	6.2	0.7	16.1	5.1	0.0
Manufacturing/Wholesale	4.2	0.5	0.0	0.4	0.0	0.0
Restaurants	0.1	0.1	0.0	0.4	0.6	0.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

3.2 Other Planning Sub-Districts

Figure 4 shows the percentage distribution of retail floorspace for all the 12 planning sub-districts. Sub-district I has the highest share (17%), followed by sub-districts VII and XII with 13% each. The other sub-districts range between 2% and 10%.

Generally speaking, the relative share of retail floorspace of a sub-district is determined by many factors, such as land area, cost of land, market threshold (population) and stage of commercial development of the sub-district, as well as the number and types of retail facilities located within it. The following two examples should illustrate this point.

Example #1: Sub-district XI

This sub-district which includes the largely young communities of Mill Woods, has a relatively small retail base and contains few large shopping facilities; consequently, it accounts for only 2% of the city's total retail floorspace.

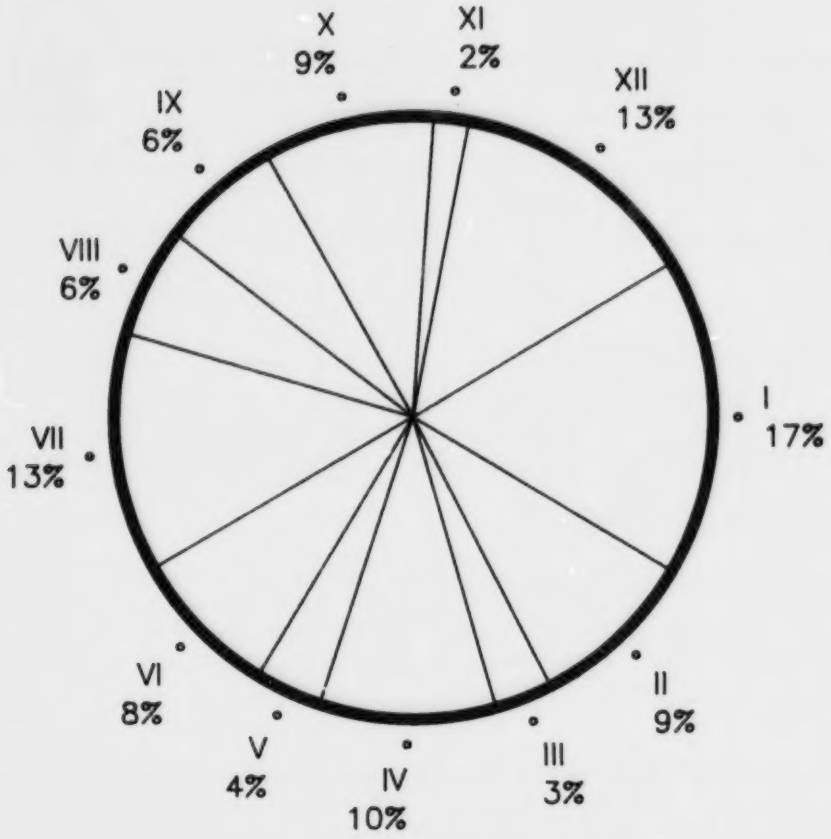
Example #2: Sub-district XII

This is a more established sub-district with both mature and young neighbourhoods within it. It houses several sizeable shopping centres, including Southgate Shopping Centre and the more recently completed Heritage Shopping Mall. These factors working together give the sub-district a larger share (13%) of the city's retail floorspace.

In previous sections of this report, we noted how distribution between the comparison goods and convenience goods categories is related to the type of retail location. The same is also true at the sub-district level. For example, in sub-district III the existence of 118 Avenue (a retail strip) and Abbotsfield (community) Shopping Centre contributes to a high percentage of stores selling convenience goods. In contrast, sub-districts VIII and XII are dominated by regional shopping centres (e.g. West Edmonton Mall, Southgate and Heritage shopping Malls), so that the majority of their retail outlets fall into in the comparison goods category.

Figure 4

DISTRIBUTION OF RETAIL FLOORSPACE IN EDMONTON PLANNING SUB-DISTRICTS



An attempt has been made to compare retail distribution between the other eleven planning sub-districts and the downtown (Sub-district I). The comparison reveals that:

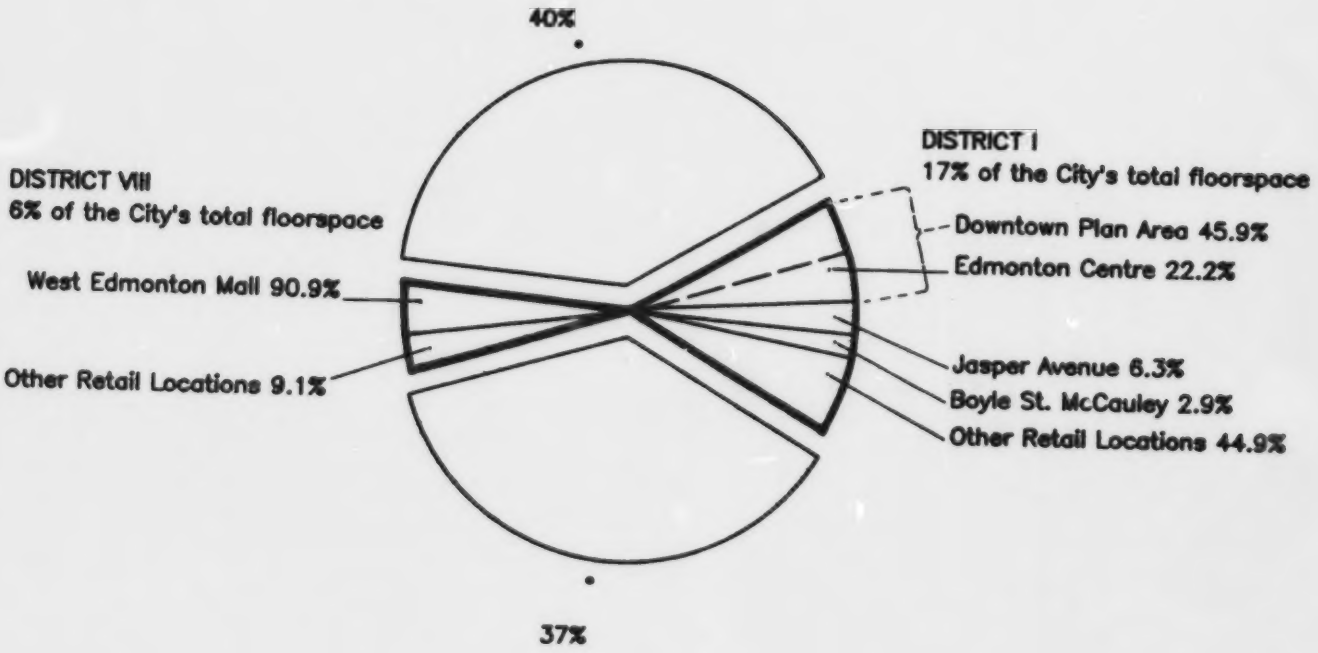
1. All of the eleven planning sub-districts depend, to varying degrees, on a local residential population to provide customers for their retail stores. The downtown, on the other hand, is not totally dependent upon a local residential population; it derives its customers from employees working in the downtown, as well as shoppers from across and outside the city; and

2. Sub-district I, which includes the downtown, has a more diversified retail base than that of any other sub-districts. This is demonstrated by a comparison between sub-districts VIII and I (Figure 5), which shows that in sub-district VIII, 90.9% of the total floorspace is provided by West Edmonton Mall and only 9.1% by other retail locations. In the case of sub-district I, the data suggests there are many different retail uses and that no one particular retail facility dominates the area. A more diversified retail structure exists in this sub-district.

Figure 5

COMPARISON BETWEEN DISTRICT I,
(Downtown Retail Shopping Structure)

& DISTRICT VIII,
(West Edmonton Mall Shopping Area)



CHAPTER 4 CONCLUSIONS

This review of the retailing sector provides some important insights into the current structure and pattern of one aspect of commercial activities and development in Edmonton. Among the major findings of the report are:

1) Different retail locations serve different functions within the overall consumer market of the city. Thus, the downtown serves the needs of the entire city and surrounding areas, (particularly the CBD's working population); shopping centres serve particular areas of the city, depending on their location and size, (West Edmonton Mall serves the region while Millbourne, for example serves the Mill Woods community); highway corridors perform the function of specialized shopping areas and retail (commercial) strips serve the local neighbourhood.

2) The specific function of a defined retail location is reflected in the distribution of floorspace among the five merchandise categories. A shopping facility with a high concentration of convenience goods stores often retains a local or neighbourhood flavour; a facility with an abundance of comparison goods stores is, on the other hand, often oriented to the regional or city-wide consumer market.

3) Different business groups have different location preferences due to their particular operational and space requirements. For example, department stores generally are found in a shopping centre because they require large display areas, close proximity to similar retail outlets and large numbers of customers. Specialty stores, on the other hand, have more flexible space

needs, are less dependent upon a local population, and hence also have a wider range of choice of retail locations.

4) Retailing is unevenly distributed among the 12 planning sub-districts. The distribution pattern is governed by a combination of factors, including land area, population threshold and overall development of the district;

5) As the hub of commercial activity for the entire city, the downtown has the most diversified retail base. It is not dependent upon the presence of a local residential population for its customers, but rather suggests a dependence upon a working population.

6) Shopping centres have been a dominant factor in the retail market, and will likely continue to influence the retail distribution and shopping pattern in Edmonton.

In summary there is an extensive distribution of the various types of retail space throughout the City, but it would appear that some areas of the City may have a deficiency in certain types of retail floorspace. Examples of this deficiency are Areas II (Mill Woods) and to some extent Area 3 (Clareview) which lack high quality/value retail space. Therefore, one implication of this assessment would be to encourage suitable retail facilities in these areas.

A second area of investigation is to determine whether the present standards and policies adopted for making decisions on retail facilities are in fact relevant. For example, it seems evident that the current distribution and locational pattern of shopping

centres will make it inappropriate to apply the standards contained in Appendix 3 either to the present situation or in the intermediate future.

A third area of investigation relates to the use of the Town Centre as a concept and the opportunity for implementing this concept as a means of achieving certain commercial and community objectives. In view of the current geographical pattern of shopping centre development, the Town Centre Concept would seem to be inapplicable except perhaps in Mill Woods and the Castledowns area.

Finally, to have in place a fully exhaustive listing of all retail developments it will be necessary to bring within the scope of future investigation those retail facilities currently excluded from the General Municipal Plan classification. These facilities are primarily at the neighbourhood level.

In the next phase of the Commercial Development Study, some of the above and other related issues will be examined.

APPENDICES

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APPENDIX Ia

SUMMARY TABLES

NUMBER OF BUSINESSES AND RETAIL FLOORSPACE LOCATED IN SHOPPING CENTRES

Regional Shopping Centres	Number of Businesses	Total Retail Floorspace (m^2)
West Edmonton Mall	168	77 811.3
Heritage Mall	128	67 757.1
Southgate Shopping Centre	41	59 478.7
Londonderry Mall	119	57 528.5
Kingsway Garden Mall	121	52 996.6
Bonnie Doon Shopping Centre	75	32 779.0
Westmount Mall	40	30 883.3
Community Shopping Centres		
Centennial Village Mall	57	28 109.1
Capilano Mall	51	25 459.1
Northwood Mall	18	22 847.7
Meadowlark Park	57	21 003.3
North Town Mall	30	20 637.8
Millbourne Shopping Centre	37	13 764.5
Abbotsfield Shopping Centre	16	12 126.2
Parkway Village Shopping Centre	14	11 737.2
Neighbourhood Shopping Centres		
Castle Downs Town Square	22	6 411.3
Petrolia Mall Shopping Centre	11	3 433.9
McCauley Plaza	30	2 703.0
Hub Complex	28	2 119.9
Dickensfield Shopping Centre	6	1 997.0
Pleasantview Shopping Centre	3	1 049.8
Downtown Shopping Centre		
Edmonton Centre	75	50 849.5

NUMBER OF BUSINESSES AND RETAIL FLOORSPACE LOCATED ON RETAIL STRIPS

Retail Strips		Number of Businesses	Total Retail Floorspace (m^2)
Jasper Avenue	(109 Street - 124 Street)		
Downtown	(97 Street - 109 Street)	356	125 010.4
Boyle St. McCauley			
Whyte Avenue	(99 Street - 109 Street)	148	27 345.6
Stony Plain Road	(149 Street - 170 Street)	107	25 950.1
124 Street	(Jasper Avenue - 118 Avenue)	94	18 981.9
107 Avenue	(101 Street - 116 Street)	57	17 063.8
118 Avenue	(79 Street - 97 Street)	67	13 058.1
118 Avenue	(34 Street - 50 Street)	45	12 680.8
101 Street	(105 Avenue - 111 Avenue)	23	12 089.0
97 Street	(127 Avenue - 137 Avenue)	39	11 692.1
82 Street	(127 Avenue - 132 Avenue)	28	8 611.9
111 Avenue	(149 Street - 156 Street)	12	4 835.3
Norwood Blvd.	(89 Street - 101 Street)	24	4 508.7
97 Street	(105 Avenue - 111 Avenue)	26	4 249.8
118 Avenue	(64 Street - 68 Street)	16	4 224.7
109 Street	(Sask. Dr. - 82 Avenue)	14	3 407.4
112 Street	(82 Avenue - 87 Avenue)	14	3 208.1
Fort Road	(126A Avenue - 130 Avenue)	11	2 988.3
118 Avenue	(121 Street - 127 Street)	23	2 543.7
101 Avenue	(71 Street - 79 Street)	18	2 389.0
Stony Plain Road	(at 142 Street)	10	2 373.5
109 Street	(69 Avenue - 72 Avenue)	5	1 696.8
Whyte Avenue	(81 Street - 83 Street)	6	653.3

NUMBER OF BUSINESSES AND RETAIL FLOORSPACE LOCATED IN HIGHWAY CORRIDORS

Highway Corridors		Number of Businesses	Total Retail Floorspace (m^2)
Fort Road	(119 Avenue - 50 Street)	6	6 262.5
Highway 16 West	(West of 170 Street)	7	2 822.7
Calgary Trail	(23 Avenue - 51 Avenue)	8	2 255.0

NUMBER OF BUSINESSES AND RETAIL FLOORSPACE LOCATED IN INDUSTRIAL AREAS

Industrial Areas	Number of Businesses	Total Retail Floorspace (m^2)
Southeast Industrial Outline Plan Area	161	59 984.3
Northwest Industrial Outline Plan Area	118	53 569.6
Northeast Industrial Outline Plan Area	19	8 476.9
South Industrial Outline Plan Area	30	7 599.8

Further breakdowns of retail floorspace by product categories, for the above, are available.

APPENDIX I b

STATISTICAL INFORMATION FOR SHOPPING CENTRES, RETAIL STRIPS, HIGHWAY CORRIDORS AND INDUSTRIAL AREAS

TOTAL OF ALL SHOPPING CENTRES

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		51		373,036.50
	A = Department Stores	34		366,652.1	
	B = General & Variety Stores	17		6,384.1	
	2. Apparel, Accessories:		433		89,725.9
	A = Clothing Only	333		73,090.4	
	B = Accessories	100		16,635.5	
	3. Furniture, Appliances:		19		7,093.3
	A = Furniture Only	6		5,740.2	
	B = Appliances & Related	13		1,353.1	
	4. Automotive Related		1		7.4
	5. Retail Stores (Specialty)		361		46,977.5
	COMPARISON GOODS TOTAL		865		516,840.3
2. Convenience Goods	1. Food Retail:		25		46,965.0
	A = Grocery Stores	10		2,097.8	
	B = Food Supermarkets	15		44,867.2	
	2. Secondary Food Stores		71		4,639.3
	3. Drugstores:		25		12,413.7
	A = Drugstores Only	19		12,127.4	
	B = Health & Beauty Aids	6		286.3	
	4. Hardware:		42		5,116.1
	A = Hardware Only	3		802.7	
	B = Building Products	40		14,313.4	
	5. Other Retail		7		450.8
	CONVENIENCE GOODS TOTAL		170		79,584.9
3. Personal Services			51		4,953.0
4. Manufacturing/ Wholesaling			1		48.3
5. Restaurants			60		2,024.0
	GRAND TOTAL		1,147		603,550.5

WEST EDMONTON MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		10		47,709.4
	A = Department Stores	3		45,020.4	
	B = General & Variety Stores	7		2,689.0	
	2. Apparel, Accessories:		94		17,261.6
	A = Clothing Only	75		14,450.2	
	B = Accessories	19		2,811.4	
	3. Furniture, Appliances:		2		99.4
	A = Furniture Only	1		58.4	
	B = Appliances & Related	1		41.0	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	43	—	5,877.3
	COMPARISON GOODS TOTAL		149		70,947.7
2. Convenience Goods	1. Food Retail:		1		4,482.1
	A = Grocery Stores				
	B = Food Supermarkets	1		4,482.1	
	2. Secondary Food Stores		5		594.7
	3. Drugstores:		3		764.6
	A = Drugstores Only	1		676.5	
	B = Health & Beauty Aids	2		88.1	
	4. Hardware:		4		454.9
	A = Hardware Only				
	B = Building Products	4		454.9	
	5. Other Retail	—	1	—	62.2
	CONVENIENCE GOODS TOTAL		14		6,358.5
3. Personal Services			4		460.7
4. Manufacturing/ Wholesaling					
5. Restaurants		—	1	—	44.4
	GRAND TOTAL		168		77,811.3

HERITAGE MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		7		42,903.4
	A = Department Stores	3		42,449.2	
	B = General & Variety Stores	4		454.2	
	2. Apparel, Accessories:		65		13,121.1
	A = Clothing Only	48		10,466.8	
	B = Accessories	17		2,654.3	
	3. Furniture, Appliances:		2		193.0
	A = Furniture Only	2		193.0	
	B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	36	—	5,337.9
	COMPARISON GOODS TOTAL		**110**		**61,555.4**
2. Convenience Goods	1. Food Retail:		1		4,365.3
	A = Grocery Stores				
	B = Food Supermarkets	1		4,365.3	
	2. Secondary Food Stores		6		324.3
	3. Drugstores:		2		754.2
	A = Drugstores Only	1		706.6	
	B = Health & Beauty Aids	1		48.6	
	4. Hardware:		3		344.8
	A = Hardware Only				
	B = Building Products	3		344.8	
	5. Other Retail	—	1	—	82.0
	CONVENIENCE GOODS TOTAL		**13**		**5,870.6**
3. Personal Services			3		276.3
4. Manufacturing/ Wholesaling					
5. Restaurants		—	2	—	54.8
	GRAND TOTAL		**128**		**67,757.1**

SOUTHGATE SHOPPING CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		52,185.8
	A = Department Stores	2		52,185.8	
	B = General & Variety Stores				
	2. Apparel, Accessories:		22		5,052.1
	A = Clothing Only	19		4,516.4	
	B = Accessories	3		535.7	
	3. Furniture, Appliances:				
	A = Furniture Only				
	B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	12	—	1,462.6
	COMPARISON GOODS TOTAL		36		58,700.5
2. Convenience Goods	1. Food Retail:				
	A = Grocery Stores				
	B = Food Supermarkets				
	2. Secondary Food Stores		1		122.2
	3. Drugstores:		2		453.2
	A = Drugstores Only	1		393.7	
	B = Health & Beauty Aids	1		59.5	
	4. Hardware:				
	A = Hardware Only				
	B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		3		575.4
3. Personal Services			2		202.8
4. Manufacturing/ Wholesaling					
5. Restaurants					
	GRAND TOTAL		41		59,478.7

LONDONDERRY MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		3		37,551.6
	A = Department Stores	3		37,551.6	
	B = General & Variety Stores				
	2. Apparel, Accessories:		45		8,905.3
	A = Clothing Only	34		7,097.8	
	B = Accessories	11		1,807.5	
	3. Furniture, Appliances:		2		223.2
	A = Furniture Only				
	B = Appliances & Related	2		223.2	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	46	—	6,101.8
	COMPARISON GOODS TOTAL		96		52,781.9
2. Convenience Goods	1. Food Retail:		1		2,793.8
	A = Grocery Stores				
	B = Food Supermarkets	1		2,793.8	
	2. Secondary Food Stores		5		280.8
	3. Drugstores:		2		919.9
	A = Drugstores Only	1		859.9	
	B = Health & Beauty Aids	1		60.0	
	4. Hardware:		3		299.5
	A = Hardware Only				
	B = Building Products	3		299.5	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		11		4,294.0
3. Personal Services			1		88.8
4. Manufacturing/ Wholesaling			1		48.3
5. Restaurants			10		315.5
	GRAND TOTAL		119		57,528.5

KINGSWAY GARDEN MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		3		34,573.5
	A = Department Stores	2		33,530.0	
	B = General & Variety Stores	1		1,043.5	
	2. Apparel, Accessories:		34		6,648.4
	A = Clothing Only	25		4,540.5	
	B = Accessories	9		2,107.9	
	3. Furniture, Appliances:		2		401.8
	A = Furniture Only	1		240.3	
	B = Appliances & Related	1		161.5	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	44	—	5,170.5
	COMPARISON GOODS TOTAL		83		46,794.2
2. Convenience Goods	1. Food Retail:		1		3,018.3
	A = Grocery Stores				
	B = Food Supermarkets	1		3,018.3	
	2. Secondary Food Stores		9		523.8
	3. Drugstores:		1		838.9
	A = Drugstores Only	1		838.9	
	B = Health & Beauty Aids				
	4. Hardware:		4		458.6
	A = Hardware Only				
	B = Building Products	4		458.6	
	5. Other Retail	—	1	—	88.8
	CONVENIENCE GOODS TOTAL		16		4,928.4
3. Personal Services			6		618.3
4. Manufacturing/ Wholesaling					
5. Restaurants		—	16	—	655.7
	GRAND TOTAL		121		52,996.6

BONNIE DOON SHOPPING CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		4		14,175.7
	A = Department Stores	4		14,175.7	
	B = General & Variety Stores				
	2. Apparel, Accessories:		32		8,165.0
	A = Clothing Only	23		6,691.6	
	B = Accessories	9		1,473.4	
	3. Furniture, Appliances:		1		30.4
	A = Furniture Only				
	B = Appliances & Related	1		30.4	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	20	—	2,654.6
	COMPARISON GOODS TOTAL		57		25,025.7
2. Convenience Goods	1. Food Retail:		2		5,704.9
	A = Grocery Stores				
	B = Food Supermarkets	2		5,704.9	
	2. Secondary Food Stores		6		266.5
	3. Drugstores:		1		567.5
	A = Drugstores Only				
	B = Health & Beauty Aids				
	4. Hardware:		3		633.0
	A = Hardware Only				
	B = Building Products	3		633.0	
	5. Other Retail	—	1	—	63.4
	CONVENIENCE GOODS TOTAL		13		7,235.3
3. Personal Services			3		445.1
4. Manufacturing/ Wholesaling					
5. Restaurants		—	2	—	72.9
	GRAND TOTAL		75		32,779.0

WESTMOUNT MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		22,780.8
	A = Department Stores	2		22,780.8	
	B = General & Variety Stores				
	2. Apparel, Accessories:		17		6,177.6
	A = Clothing Only	15		5,675.8	
	B = Accessories	2		501.8	
	3. Furniture, Appliances:				
	A = Furniture Only				
	B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	13	—	1,560.5
	COMPARISON GOODS TOTAL		32		30,518.9
2. Convenience Goods	1. Food Retail:				
	A = Grocery Stores				
	B = Food Supermarkets				
	2. Secondary Food Stores		2		109.2
	3. Drugstores:				
	A = Drugstores Only				
	B = Health & Beauty Aids				
	4. Hardware:		2		143.9
	A = Hardware Only				
	B = Building Products	2		143.9	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		4		253
3. Personal Services			1		16.4
4. Manufacturing/ Wholesaling					
5. Restaurants		—	3	—	94.9
	GRAND TOTAL		40		30,883.3

CENTENNIAL VILLAGE MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		18,397.9
	A = Department Stores	2		18,397.9	
	B = General & Variety Stores	0		0	
	2. Apparel, Accessories:		11		1,884.2
	A = Clothing Only	9		1,582.3	
	B = Accessories	2		301.9	
	3. Furniture, Appliances:		1		111.5
	A = Furniture Only	8		0	
	B = Appliances & Related	1		111.5	
	4. Automotive Related		1		7.4
	5. Retail Stores (Specialty)		20		2,407.1
	COMPARISON GOODS TOTAL		35		22,808.1
2. Convenience Goods	1. Food Retail:		1		3,207.4
	A = Grocery Stores	0		0	
	B = Food Supermarkets	1		3,207.4	
	2. Secondary Food Stores		5		390.4
	3. Drugstores:		1		466.9
	A = Drugstores Only	1		466.9	
	B = Health & Beauty Aids	0		0	
	4. Hardware:		4		420.4
	A = Hardware Only	0		0	
	B = Building Products	4		420.4	
	5. Other Retail		1		55.7
	CONVENIENCE GOODS TOTAL		12		4,540.8
3. Personal Services			5		
4. Manufacturing/ Wholesaling					
5. Restaurants			5		296.6
	GRAND TOTAL		57		28,109.1

CAPILANO MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		1		14,427.5
	A = Department Stores	1		14,427.5	
	B = General & Variety Stores				
	2. Apparel, Accessories:		14		3,544.5
	A = Clothing Only	10		2,654.3	
	B = Accessories	4		890.2	
	3. Furniture, Appliances:		1		129.9
	A = Furniture Only				
	B = Appliances & Related	1		129.9	
	4. Automotive Related				
	5. Retail Stores (Specialty)		15		2,690.4
	COMPARISON GOODS TOTAL		31		20,792.3
2. Convenience Goods	1. Food Retail:		1		3,044.3
	A = Grocery Stores				
	B = Food Supermarkets	1		3,044.3	
	2. Secondary Food Stores		3		161.8
	3. Drugstores:		1		753.6
	A = Drugstores Only	1		753.6	
	B = Health & Beauty Aids				
	4. Hardware:		2		179.7
	A = Hardware Only				
	B = Building Products	2		179.7	
	5. Other Retail				
	CONVENIENCE GOODS TOTAL		7		4,139.4
3. Personal Services			3		242.7
4. Manufacturing/ Wholesaling					
5. Restaurants			10		284.7
	GRAND TOTAL		51		25,459.1

NORTHWOOD MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		1		20,648.0
	A = Department Stores	1		20,648.0	
	B = General & Variety Stores				
	2. Apparel, Accessories:		7		1,201.2
	A = Clothing Only	5		880.7	
	B = Accessories	2		320.5	
	3. Furniture, Appliances:				
	A = Furniture Only				
	B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	6	—	800.5
	COMPARISON GOODS TOTAL		14		22,650.0
2. Convenience Goods	1. Food Retail:				
	A = Grocery Stores				
	B = Food Supermarkets				
	2. Secondary Food Stores		1		60.9
	3. Drugstores:				
	A = Drugstores Only				
	B = Health & Beauty Aids				
	4. Hardware:		1		13.7
	A = Hardware Only				
	B = Building Products	1		13.7	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		2		74.6
3. Personal Services			1		108.4
4. Manufacturing/ Wholesaling					
5. Restaurants		—	1	—	14.7
	GRAND TOTAL		18		22,847.7

MEADOWLARK PARK SHOPPING CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		10,001.5
	A = Department Stores	1		9,031.6	
	B = General & Variety Stores	1		969.9	
	2. Apparel, Accessories:		15		4,254.0
	A = Clothing Only	11		3,284.9	
	B = Accessories	4		969.1	
	3. Furniture, Appliances:		2		217.5
	A = Furniture Only				
	B = Appliances & Related	2		217.5	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	19	—	2,345.9
	COMPARISON GOODS TOTAL		38		16,818.9
2. Convenience Goods	1. Food Retail:		2		2,483.8
	A = Grocery Stores	1		177.1	
	B = Food Supermarkets	1		2,306.5	
	2. Secondary Food Stores		7		478.8
	3. Drugstores:		1		699.3
	A = Drugstores Only	1		699.3	
	B = Health & Beauty Aids				
	4. Hardware:				
	A = Hardware Only				
	B = Building Products				
	5. Other Retail	—	1	—	53.2
	CONVENIENCE GOODS TOTAL		11		3,715.1
3. Personal Services			2		282.7
4. Manufacturing/ Wholesaling					
5. Restaurants		—	6	—	186.6
	GRAND TOTAL		57		21,003.3

NORTHTOWN MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		8,298.7
	A = Department Stores	1		7,458.0	
	B = General & Variety Stores	1		840.7	
	2. Apparel, Accessories:		7		349.2
	A = Clothing Only	6		331.5	
	B = Accessories	1		17.7	
	3. Furniture, Appliances:		1		93.8
	A = Furniture Only				
	B = Appliances & Related	1		93.8	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	9	—	673.5
	COMPARISON GOODS TOTAL		19		9,415.2
2. Convenience Goods	1. Food Retail:		1		1,880.9
	A = Grocery Stores				
	B = Food Supermarkets	1		1,880.9	
	2. Secondary Food Stores		2		112.3
	3. Drugstores:		1		1,744.8
	A = Drugstores Only	1		1,744.8	
	B = Health & Beauty Aids				
	4. Hardware:		3		7,314.6
	A = Hardware Only				
	B = Building Products	3		7,314.6	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		7		11,052.6
3. Personal Services			3		151.4
4. Manufacturing/ Wholesaling					
5. Restaurants		—	1	—	18.6
	GRAND TOTAL		30		20,637.8

MILBOURNE SHOPPING CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		6,145.3
	A = Department Stores	1		6,041.6	
	B = General & Variety Stores	1		103.7	
	2. Apparel, Accessories:		10		1,202.2
	A = Clothing Only	8		860.0	
	B = Accessories	2		342.2	
	3. Furniture, Appliances:		2		251.4
	A = Furniture Only				
	B = Appliances & Related	2		251.4	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	13	—	1,084.4
	COMPARISON GOODS TOTAL		27		8,692.3
2. Convenience Goods	1. Food Retail:		2		3,757.5
	A = Grocery Stores	1		223.0	
	B = Food Supermarkets	1		3,534.5	
	2. Secondary Food Stores		3		163.6
	3. Drugstores:		1		680.2
	A = Drugstores Only	1		680.2	
	B = Health & Beauty Aids				
	4. Hardware:		2		386.3
	A = Hardware Only	1		378.1	
	B = Building Products	1		8.2	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		8		4,987.6
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants		—	2	—	84.6
	GRAND TOTAL		37		13,764.5

ABBOTSFIELD SHOPPING CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		1		6,549.5
	A = Department Stores	1		6,549.5	
	B = General & Variety Stores				
	2. Apparel, Accessories:		5		985.7
	A = Clothing Only	5		985.7	
	B = Accessories				
	3. Furniture, Appliances:				
	A = Furniture Only				
	B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	5		404.9
	COMPARISON GOODS TOTAL		11		7,940.1
2. Convenience Goods	1. Food Retail:		2		3,497.1
	A = Grocery Stores	1		148.6	
	B = Food Supermarkets	1		3,348.5	
	2. Secondary Food Stores				
	3. Drugstores:		1		668.9
	A = Drugstores Only	1		668.9	
	B = Health & Beauty Aids				
	4. Hardware:		1		8.90
	A = Hardware Only				
	B = Building Products	1		8.9	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		4		4,174.9
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants		—	1	—	11.2
	GRAND TOTAL		16		12,126.2

PARKWAY VILLAGE SHOPPING CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories	2	2	407.1	407.1
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related	2	2	5,248.5	5,248.5
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	3	—	1,655.3
	COMPARISON GOODS TOTAL		7		7,310.9
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	1	1	561.3	561.3
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products	2 4	6	424.6 3,440.4	3,865.0
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		7		4,426.3
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		14		11,737.2

CASTLE DOWN TOWN CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		1		587.3
	A = Department Stores	1		587.3	
	B = General & Variety Stores				
	2. Apparel, Accessories:		4		418.3
	A = Clothing Only	1		104.0	
	B = Accessories	3		314.3	
	3. Furniture, Appliances:				
	A = Furniture Only				
	B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)		8		753.2
	COMPARISON GOODS TOTAL		13		1,758.8
2. Convenience Goods	1. Food Retail:		2		3,307.0
	A = Grocery Stores	1		198.9	
	B = Food Supermarkets	1		3,108.1	
	2. Secondary Food Stores		2		174.3
	3. Drugstores:		1		722.3
	A = Drugstores Only	1		722.3	
	B = Health & Beauty Aids				
	4. Hardware:		1		142.0
	A = Hardware Only				
	B = Building Products	1		142.0	
	5. Other Retail		1		45.5
	CONVENIENCE GOODS TOTAL		6		4,391.1
3. Personal Services			3		261.4
4. Manufacturing/ Wholesaling					
5. Restaurants					
	GRAND TOTAL		23		6,411.3

PETROLIA MALL SHOPPING CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories				
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	2	—	126.3
	COMPARISON GOODS TOTAL		2		126.3
2. Convenience Goods	1. Food Retail:		3		2,594.8
	A = Grocery Stores	2		255.4	
	B = Food Supermarkets	1		2,339.4	
	2. Secondary Food Stores		1		94.6
	3. Drugstores:		1		253.7
	A = Drugstores Only	1		253.7	
	B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		5		2,943.1
3. Personal Services			4		364.5
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		11		3,433.9

McCAULEY PLAZA

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories:		14		1,228.9
	A = Clothing Only	11		942.3	
	B = Accessories	3		286.6	
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	10	—	778.3
	COMPARISON GOODS TOTAL		24		2,007.2
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets				
	2. Secondary Food Stores		2		241.6
	3. Drugstores:		1		140.4
	A = Drugstores Only	1		140.4	
	B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		3		382.8
3. Personal Services			3		313.8
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		30		2,703.0

HUB COMPLEX

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		6		289.3
	A = Department Stores	5		249.4	
	B = General & Variety Stores	1		39.0	
	2. Apparel, Accessories:				
	A = Clothing Only				
	B = Accessories				
	3. Furniture, Appliances:				
	A = Furniture Only				
	B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	11	—	1,285.1
	COMPARISON GOODS TOTAL		17		1,285.1
2. Convenience Goods	1. Food Retail:		1		93.4
	A = Grocery Stores	1		93.4	
	B = Food Supermarkets				
	2. Secondary Food Stores		4		142.7
	3. Drugstores:		1		300.6
	A = Drugstores Only	1		300.6	
	B = Health & Beauty Aids				
	4. Hardware:		1		25.7
	A = Hardware Only				
	B = Building Products	1		25.7	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		7		562.4
3. Personal Services			4		272.4
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		28		2,119.9

DICKENSFIELD MALL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories	1	1	51.1	51.1
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related	1	1	92.9	92.9
	4. Automotive Related				
	5. Retail Stores (Specialty)				
	COMPARISON GOODS TOTAL		2		144.0
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	1	1	390.2	390.2
	2. Secondary Food Stores		1		41.8
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids	1	1	334.4	334.4
	4. Hardware: A = Hardware Only B = Building Products				
	5. Other Retail				
	CONVENIENCE GOODS TOTAL		4		905.8
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants					
	GRAND TOTAL		6		1,049.8

PLEASANT VIEW SHOPPING CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories				
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	—	—	—
	COMPARISON GOODS TOTAL				
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	1	1	1,733.2	1,733.2
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids	1	1	229.9	229.9
	4. Hardware: A = Hardware Only B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		2		1,956.0
3. Personal Services			1		40.9
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		3		1,997.0

EDMONTON CENTRE

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		35,743.6
	A = Department Stores	1		35,519.7	
	B = General & Variety Stores	1		244.1	
	2. Apparel, Accessories:		34		8,869.4
	A = Clothing Only	26		7,619.5	
	B = Accessories	8		1,249.9	
	3. Furniture, Appliances:				
	A = Furniture Only				
	B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	26	—	4,096.7
	COMPARISON GOODS TOTAL		62		48,709.7
2. Convenience Goods	1. Food Retail:		1		49.9
	A = Grocery Stores	1		49.9	
	B = Food Supermarkets				
	2. Secondary Food Stores		6		355.0
	3. Drugstores:		2		1,106.4
	A = Drugstores Only	1		1,076.3	
	B = Health & Beauty Aids	1		30.1	
	4. Hardware:		2		285.7
	A = Hardware Only				
	B = Building Products	2		285.7	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		11		1,797.0
3. Personal Services			2		342.8
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		75		50,849.5

RETAIL STRIPS TOTAL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		16		71,903.9
	A = Department Stores	7		67,920.2	
	B = General & Variety Stores	9		3,983.7	
	2. Apparel, Accessories:		121		22,137.6
	A = Clothing Only	89		17,074.6	
	B = Accessories	32		5,063.0	
	3. Furniture, Appliances:		81		28,889.5
	A = Furniture Only	30		17,016.6	
	B = Appliances & Related	51		11,872.9	
	4. Automotive Related		51		17,658.4
	5. Retail Stores (Specialty)	—	326	—	58,967.7
	COMPARISON GOODS TOTAL		595		199,557.1
2. Convenience Goods	1. Food Retail:		121		35,222.1
	A = Grocery Stores	112		17,485.1	
	B = Food Supermarkets	9		17,737.0	
	2. Secondary Food Stores		58		10,606.6
	3. Drugstores:		60		12,735.5
	A = Drugstores Only	45		11,738.7	
	B = Health & Beauty Aids	15		996.8	
	4. Hardware:		50		17,815.90
	A = Hardware Only	7		1,734.1	
	B = Building Products	43		16,081.8	
	5. Other Retail	—	24	—	4,842.0
	CONVENIENCE GOODS TOTAL		313		81,222.1
3. Personal Services			216		25,610.2
4. Manufacturing/ Wholesaling			5		561.8
			7		1,565.8
5. Restaurants		—	7	—	1,94.5
	GRAND TOTAL		1,143		309,611.5

RETAIL STRIPS
Jasper Avenue 109 St. - 124 St.
Downtown 109 St - 97 St.
Boyle St./McCauley

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		8		63,876.9
	A = Department Stores	3		60,375.7	
	B = General & Variety Stores	5		3,501.2	
	2. Apparel, Accessories:		66		13,996.8
	A = Clothing Only	52		11,571.4	
	B = Accessories	14		2,425.4	
	3. Furniture, Appliances:		12		3,931.2
	A = Furniture Only	5		3,304.5	
	B = Appliances & Related	7		626.7	
	4. Automotive Related		6		3,979.9
	5. Retail Stores (Specialty)		108		15,388.2
	COMPARISON GOODS TOTAL		200		101,173.0
2. Convenience Goods	1. Food Retail:		24		5,709.0
	A = Grocery Stores	23		3,576.7	
	B = Food Supermarkets	1		2.132.3	
	2. Secondary Food Stores		10		1,781.4
	3. Drugstores:		21		3,294.0
	A = Drugstores Only	13		2,839.9	
	B = Health & Beauty Aids	8		454.1	
	4. Hardware:		5		1,446.1
	A = Hardware Only	1		713.8	
	B = Building Products	4		732.3	
	5. Other Retail		14		1,640.3
	CONVENIENCE GOODS TOTAL		74		13,870.8
3. Personal Services			75		9,221.4
4. Manufacturing/ Wholesaling			4		558.0
5. Restaurants			3		187.2
	GRAND TOTAL		356		125,010.4

BOYLE STREET/McCAULEY

Category	Groups:	Total Number of Businesses	Percent of Business	Floorspace (m^2)	Percent of Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores	1	2.27	167.2	2.50
	2. Apparel, Accessories:				
	A = Clothing Only	4	2.09	544.2	8.23
	B = Accessories				
	3. Furniture, Appliances:				
	A = Furniture Only	2	4.55	521.8	7.89
	B = Appliances & Related	2	4.55	160.7	2.43
	4. Automotive Related				
	5. Retail Stores (Specialty)	6	13.63	944.0	14.28
2. Convenience Goods	1. Food Retail:				
	A = Grocery Stores	11	25.00	1,284.8	19.44
	B = Food Supermarkets				
	2. Secondary Food Stores	7	15.90	867.4	13.12
	3. Drugstores:				
	A = Drugstores Only	3	6.82	671.1	10.15
	B = Health & Beauty Aids				
	4. Hardware:				
	A = Hardware Only	2	4.55	713.8	10.80
	B = Building Products	2	4.55	355.6	5.38
	5. Other Retail				
3. Personal Services		3	6.82	338.1	5.11
4. Manufacturing/ Wholesaling					
5. Restaurants		1	2.27	423.00	.64
	GRAND TOTAL	44	100%	6,611.0	100%

JASPER AVENUE

Category	Groups:	Total Number of Businesses	Percent of Business	Floorspace (m^2)	Percent of Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores B = General & Variety Stores	1	519.00	929.0	6.42
	2. Apparel, Accessories:				
	A = Clothing Only	2	3.03	239.7	1.66
	B = Accessories	4	6.06	869.0	6.01
	3. Furniture, Appliances:				
	A = Furniture Only B = Appliances & Related	5	7.58	466.0	3.22
	4. Automotive Related	3	4.55	739.6	5.11
	5. Retail Stores (Specialty)	11	16.68	2,050.0	14.17
2. Convenience Goods	1. Food Retail:				
	A = Grocery Stores	8	12.12	1,904.1	13.17
	B = Food Supermarkets	1	1.51	2,132.3	14.75
	2. Secondary Food Stores	2	3.03	822.1	5.68
	3. Drugstores:				
	A = Drugstores Only	4	6.06	917.2	6.34
	B = Health & Beauty Aids	1	1.51	89.5	.62
	4. Hardware:				
	A = Hardware Only B = Building Products	2	3.03	376.7	2.60
	5. Other Retail	2	3.03	485.0	3.35
3. Personal Services		18	27.28	2,327.9	16.11
4. Manufacturing/ Wholesaling		1	1.51	51.1	.35
5. Restaurants		1	1.51	63.5	.44
	GRAND TOTAL	66	100%	14,462.7	100%

DOWNTOWN

Category	Groups:	Total Number of Businesses	Percent of Business	Floorspace (m^2)	Percent of Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores	3	1.2	60,375.7	57.4
	B = General & Variety Stores	3	1.2	3,334.0	3.1
	2. Apparel, Accessories:				
	A = Clothing Only	45	18.1	10,438.2	9.9
	B = Accessories	11	4.4	1,905.7	1.8
	3. Furniture, Appliances:				
	A = Furniture Only	3	1.2	2,782.9	2.6
	B = Appliances & Related				
	4. Automotive Related	3	1.3	3,240.3	3.1
	5. Retail Stores (Specialty)	91	36.7	12,394.2	11.8
2. Convenience Goods	1. Food Retail:				
	A = Grocery Stores	4	1.6	387.8	.4
	B = Food Supermarkets				
	2. Secondary Food Stores	1	.4	91.9	.1
	3. Drugstores:				
	A = Drugstores Only	6	2.4	1,251.6	1.2
	B = Health & Beauty Aids	7	2.8	364.6	.3
	4. Hardware:				
	A = Hardware Only				
	B = Building Products	1	.4	371.6	.4
	5. Other Retail	12	4.8	1,155.3	1.1
3. Personal Services		54	21.8	6,555.4	6.2
4. Manufacturing/ Wholesaling		3	1.3	506.9	.5
5. Restaurants		1	.4	81.4	.1
	GRAND TOTAL	248	100%	105,237.5	100%

Note: Includes businesses found within the Downtown Plan Area boundaries; the parts of Jasper Avenue within the Plan Area are also included. Edmonton Centre and McCauley Plaza have been inventoried separately and are not included.

RETAIL STRIPS
Whyte Avenue (99 Street to 109 Street)
109 Street (82 Avenue to 89 Avenue)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		1		1,333.4
	A = Department Stores	1		1,333.4	
	B = General & Variety Stores				
	2. Apparel, Accessories:		20		2,277.5
	A = Clothing Only	14		1,537.8	
	B = Accessories	6		739.7	
	3. Furniture, Appliances:		12		2,707.7
	A = Furniture Only	4		1,258.0	
	B = Appliances & Related	8		1,499.7	
	4. Automotive Related		9		2,550.9
	5. Retail Stores (Specialty)	—	56	—	8,358.3
	COMPARISON GOODS TOTAL		98		17,227.8
2. Convenience Goods	1. Food Retail:		8		3,093.7
	A = Grocery Stores	7		983.8	
	B = Food Supermarkets	1		2,109.9	
	2. Secondary Food Stores		18		3,846.4
	3. Drugstores:		2		148.9
	A = Drugstores Only				
	B = Health & Beauty Aids	2		148.9	
	4. Hardware:		3		599.8
	A = Hardware Only				
	B = Building Products	3		599.8	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		31		7,688.8
3. Personal Services			18		2,357.5
4. Manufacturing/ Wholesaling			1		71.5
5. Restaurants		—	—	—	—
	GRAND TOTAL		148		27,345.6

RETAIL STRIPS
Stoney Plain Road (170 Street to 149 Street)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:		6		1,198.9
	A = Clothing Only	4		649.7	
	B = Accessories	2		549.2	
	3. Furniture, Appliances:		12		2,207.8
	A = Furniture Only	4		1,036.0	
	B = Appliances & Related	8		1,171.8	
	4. Automotive Related		3		857.6
	5. Retail Stores (Specialty)		29		6,541.9
	COMPARISON GOODS TOTAL		50		10,806.2
2. Convenience Goods	1. Food Retail:		13		6,500.1
	A = Grocery Stores	11		1,928.0	
	B = Food Supermarkets	2		4,572.1	
	2. Secondary Food Stores		6		776.9
	3. Drugstores:		3		2,776.1
	A = Drugstores Only	2		2,672.1	
	B = Health & Beauty Aids	1		104.0	
	4. Hardware:		9		2.102.0
	A = Hardware Only				
	B = Building Products	9		2,102.0	
	5. Other Retail		1		278.7
	CONVENIENCE GOODS TOTAL		32.0		12,433.8
3. Personal Services			21		1,895.6
4. Manufacturing/ Wholesaling		1	1		75.9
			1		594.6
5. Restaurants			2		144.0
	GRAND TOTAL		107		25,950.1

RETAIL STRIPS
124 Street (118 Avenue to Jasper Avenue)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:		11		1,264.8
	A = Clothing Only	7		769.1	
	B = Accessories	4		495.7	
	3. Furniture, Appliances:		15		6,351.7
	A = Furniture Only	8		5,406.6	
	B = Appliances & Related	7		945.1	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	23	—	4,753.2
	COMPARISON GOODS TOTAL		49		12,369.7
2. Convenience Goods	1. Food Retail:		7		1,023.5
	A = Grocery Stores	7		1,023.5	
	B = Food Supermarkets				
	2. Secondary Food Stores		3		314.6
	3. Drugstores:		6		811.0
	A = Drugstores Only	6		811.0	
	B = Health & Beauty Aids				
	4. Hardware:		7		1,915.8
	A = Hardware Only				
	B = Building Products	7		1,915.8	
	5. Other Retail	—	2	—	105.4
	CONVENIENCE GOODS TOTAL		25		4,170.3
3. Personal Services			20		2,441.9
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		94		18,981.9

RETAIL STRIPS
107 Avenue (116 St. to 101 St.)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:		2		420.7
	A = Clothing Only	1		220.2	
	B = Accessories	1		200.5	
	3. Furniture, Appliances:		4		3,930.0
	A = Furniture Only				
	B = Appliances & Related	4		3,930.0	
	4. Automotive Related		3		836.2
	5. Retail Stores (Specialty)	—	17	—	4,128.2
	COMPARISON GOODS TOTAL		26		9,315.1
2. Convenience Goods	1. Food Retail:		12		2,099.1
	A = Grocery Stores	12		2,099.1	
	B = Food Supermarkets				
	2. Secondary Food Stores		2		412.7
	3. Drugstores:		3		444.2
	A = Drugstores Only	3		444.2	
	B = Health & Beauty Aids				
	4. Hardware:		2		3,712.3
	A = Hardware Only				
	B = Building Products	2		3,712.3	
	5. Other Retail	—	2	—	429.1
	CONVENIENCE GOODS TOTAL		21		7,097.4
3. Personal Services			10		651.3
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		57		17,063.8

RETAIL STRIPS
118 Avenue (97 St. to 84 St.)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:		3		228.3
	A = Clothing Only	2		90.6	
	B = Accessories	1		137.7	
	3. Furniture, Appliances:		6		1,194.9
	A = Furniture Only	3		697.5	
	B = Appliances & Related	3		497.4	
	4. Automotive Related		6		2,006.3
	5. Retail Stores (Specialty)	—	15	—	3,101.7
	COMPARISON GOODS TOTAL		30		6,531.2
2. Convenience Goods	1. Food Retail:		12		3,862.8
	A = Grocery Stores	11		1,746.0	
	B = Food Supermarkets	1		2,116.8	
	2. Secondary Food Stores		6		593.6
	3. Drugstores:		3		735.2
	A = Drugstores Only	2		584.7	
	B = Health & Beauty Aids	1		150.5	
	4. Hardware:		2		257.5
	A = Hardware Only				
	B = Building Products	2		257.5	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		23		5,449.1
3. Personal Services			13		1,003.9
4. Manufacturing/ Wholesaling			1		73.9
5. Restaurants		—	—	—	—
	GRAND TOTAL		67		13,058.1

RETAIL STRIPS
118 Avenue (50 St. to 34 St.)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		3,635.4
	A = Department Stores	2		3,635.4	
	B = General & Variety Stores				
	2. Apparel, Accessories:		3		1,389.1
	A = Clothing Only	3		1,389.1	
	B = Accessories				
	3. Furniture, Appliances:		2		446.2
	A = Furniture Only	1		368.5	
	B = Appliances & Related	1		77.7	
	4. Automotive Related		5		652.3
	5. Retail Stores (Specialty)	—	9	—	2,299.6
	COMPARISON GOODS TOTAL		21		8,422.6
2. Convenience Goods	1. Food Retail:		7		858.3
	A = Grocery Stores	7		858.3	
	B = Food Supermarkets				
	2. Secondary Food Stores		4		1,405.0
	3. Drugstores:		2		968.1
	A = Drugstores Only	2		968.1	
	B = Health & Beauty Aids				
	4. Hardware:		1		148.6
	A = Hardware Only	1		148.6	
	B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		14		3,380.0
3. Personal Services			10		878.2
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		45		12,680.8

RETAIL STRIPS
101 Street (111 Avenue to 105 Avenue)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:		1		200.5
	A = Clothing Only				
	B = Accessories	1		200.5	
	3. Furniture, Appliances:		3		4,793.1
	A = Furniture Only	1		3,569.3	
	B = Appliances & Related	2		1,223.8	
	4. Automotive Related		3		734.2
	5. Retail Stores (Specialty)	—	8	—	1,595.1
	COMPARISON GOODS TOTAL		15		7,322.9
2. Convenience Goods	1. Food Retail:		1		210.2
	A = Grocery Stores	1		210.2	
	B = Food Supermarkets				
	2. Secondary Food Stores		1		332.4
	3. Drugstores:		2		276.5
	A = Drugstores Only	2		276.5	
	B = Health & Beauty Aids				
	4. Hardware:		1		3,415.0
	A = Hardware Only				
	B = Building Products	1		3,415.0	
	5. Other Retail	—	1	—	325.2
	CONVENIENCE GOODS TOTAL		6		4,559.3
3. Personal Services			2		206.8
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		23		12,089.0

RETAIL STRIPS
97 Street (127 Avenue to 137 Avenue)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories	2	2	270.5	270.5
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related	2 3	5	368.2 315.9	684.1
	4. Automotive Related		11		4,861.0
	5. Retail Stores (Specialty)	—	4	—	650.2
	COMPARISON GOODS TOTAL		22		6,465.8
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	3	3	435.0	435.0
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids	2	2	633.6	633.6
	4. Hardware: A = Hardware Only B = Building Products	1 3	4	120.8 814.6	935.4
	5. Other Retail	—	1	—	67.9
	CONVENIENCE GOODS TOTAL		10		2,071.9
3. Personal Services			7		3,154.4
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		39		11,692.1

RETAIL STRIPS
82 Street (127 Avenue to 132 Avenue)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		1		2,575.7
	A = Department Stores	1		2,575.7	
	B = General & Variety Stores				
	2. Apparel, Accessories:		1		169.1
	A = Clothing Only	1		169.1	
	B = Accessories				
	3. Furniture, Appliances:		2		163.1
	A = Furniture Only	1		97.6	
	B = Appliances & Related	1		65.5	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	9	—	1,911.3
	COMPARISON GOODS TOTAL		13		4,819.2
2. Convenience Goods	1. Food Retail:		5		2,233.3
	A = Grocery Stores	4		777.1	
	B = Food Supermarkets	1		1,456.2	
	2. Secondary Food Stores		2		286.0
	3. Drugstores:		1		292.6
	A = Drugstores Only	1		292.6	
	B = Health & Beauty Aids				
	4. Hardware:		1		277.9
	A = Hardware Only				
	B = Building Products	1		277.9	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		9		3,089.8
3. Personal Services			6		702.9
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		28		8,611.9

RETAIL STRIPS
111 Avenue (149 Street to 156 Street)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories				
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related		2		836.1
	5. Retail Stores (Specialty)	—	3	—	1,340.8
	COMPARISON GOODS TOTAL		5		2,176.9
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets				
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products	1	1	195.1	195.1
	5. Other Retail	—	2	—	1,939.7
	CONVENIENCE GOODS TOTAL		3		2,134.8
3. Personal Services			3		181.9
4. Manufacturing/ Wholesaling			1		341.7
5. Restaurants		—	—	—	—
	GRAND TOTAL		12		4,835.3

RETAIL STRIPS
Norwood Boulevard (90 Street to 102 Street)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:				
	A = Clothing Only				
	B = Accessories				
	3. Furniture, Appliances:		3		997.7
	A = Furniture Only				
	B = Appliances & Related	3		997.7	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	8	—	1,588.8
	COMPARISON GOODS TOTAL		11		2,586.5
2. Convenience Goods	1. Food Retail:		5		404.6
	A = Grocery Stores	5		404.6	
	B = Food Supermarkets				
	2. Secondary Food Stores				
	3. Drugstores:		2		334.5
	A = Drugstores Only	2		334.5	
	B = Health & Beauty Aids				
	4. Hardware:		4		1,027.0
	A = Hardware Only	1		295.2	
	B = Building Products	3		731.8	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		11		1,766.1
3. Personal Services			1		94.8
4. Manufacturing/ Wholesaling			1		61.3
5. Restaurants		—	—	—	—
	GRAND TOTAL		24		4,508.7

RETAIL STRIPS
97 Street (105 Avenue to 111 Avenue)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		105.7
	A = Department Stores				
	B = General & Variety Stores	2		105.7	
	2. Apparel, Accessories:				
	A = Clothing Only				
	B = Accessories				
	3. Furniture, Appliances:		1		213.7
	A = Furniture Only				
	B = Appliances & Related	1		213.7	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	4	—	242.7
	COMPARISON GOODS TOTAL		7		562.1
2. Convenience Goods	1. Food Retail:		5		2,311.9
	A = Grocery Stores	4		351.7	
	B = Food Supermarkets	1		1,960.2	
	2. Secondary Food Stores		1		79.0
	3. Drugstores:		2		166.4
	A = Drugstores Only	1		126.3	
	B = Health & Beauty Aids	1		40.1	
	4. Hardware:		2		510.6
	A = Hardware Only				
	B = Building Products	2		510.6	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		10		3,067.9
3. Personal Services			7		269.1
4. Manufacturing/ Wholesaling			2		350.7
5. Restaurants		—	—	—	—
	GRAND TOTAL		26		4,249.80

RETAIL STRIPS
118 Avenue (around 66 Street)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories	2	2	232.0	232.0
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related		1		141.0
	5. Retail Stores (Specialty)	—	3	—	620.4
	COMPARISON GOODS TOTAL		6		993.4
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	1 1	2	195.1 1,993.4	2,188.5
	2. Secondary Food Stores		1		136.9
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids	1	1	209.9	209.9
	4. Hardware: A = Hardware Only B = Building Products	1	1	203.5	203.5
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		5		2,738.8
3. Personal Services			5		492.5
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		16		4,224.7

RETAIL STRIPS
109 Street (Saskatchewan Drive to 82 Avenue)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories	1	1	145.3	145.3
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related	1	1	910.4	910.4
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	7	—	1,223.1
	COMPARISON GOODS TOTAL		9		2,278.8
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	1	1	177.7	177.7
	2. Secondary Food Stores		1		110.6
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		2		288.3
3. Personal Services			3		840.3
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		14		3,407.4

RETAIL STRIPS
112 Street (82 Avenue to 87 Avenue)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories				
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related		1		77.4
	5. Retail Stores (Specialty)	—	2	—	591.5
	COMPARISON GOODS TOTAL		3		668.9
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	2	2	416.9	416.9
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids	3	3	1,008.9	1,008.9
	4. Hardware: A = Hardware Only B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		5		430.9
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants		—	1	—	682.5
	GRAND TOTAL		14		3,208.1

RETAIL STRIPS
Fort Road (127 Avenue N.W.)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		2		376.8
	A = Department Stores				
	B = General & Variety Stores	2		376.8	
	2. Apparel, Accessories:				
	A = Clothing Only				
	B = Accessories				
	3. Furniture, Appliances:				
	A = Furniture Only				
	B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	2		258.0	
	COMPARISON GOODS TOTAL		4		634.8
2. Convenience Goods	1. Food Retail:		3		1,871.8
	A = Grocery Stores	2		475.7	
	B = Food Supermarkets	1		1,396.1	
	2. Secondary Food Stores		2		382.5
	3. Drugstores:		2		99.2
	A = Drugstores Only				
	B = Health & Beauty Aids	2		99.2	
	4. Hardware:				
	A = Hardware Only				
	B = Building Products				
	5. Other Retail				
	CONVENIENCE GOODS TOTAL		7		2,353.5
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants					
	GRAND TOTAL		11		2,988.3

RETAIL STRIPS
118 Avenue (121 Street to 127 Street)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories				
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related		1		125.5
	5. Retail Stores (Specialty)		6		665.4
	COMPARISON GOODS TOTAL		7		790.9
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	2	2	244.1	244.1
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids	3	3	327.4	327.4
	4. Hardware: A = Hardware Only B = Building Products	 1 2	3	 176.9 439.9	616.8
	5. Other Retail		1		55.7
	CONVENIENCE GOODS TOTAL		9		1,244.0
3. Personal Services			7		508.8
4. Manufacturing/ Wholesaling					
5. Restaurants					
	GRAND TOTAL		23		2,543.7

RETAIL STRIPS
101 Avenue (79 Stret to 71 Street)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:		2		251.2
	A = Clothing Only	1		207.4	
	B = Accessories	1		43.8	
	3. Furniture, Appliances:		3		308.1
	A = Furniture Only				
	B = Appliances & Related	3		308.1	
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	5	—	528.6
	COMPARISON GOODS TOTAL		10		1,087.9
2. Convenience Goods	1. Food Retail:		4		839.2
	A = Grocery Stores	4		839.2	
	B = Food Supermarkets				
	2. Secondary Food Stores				
	3. Drugstores:		1		107.0
	A = Drugstores Only	1		107.0	
	B = Health & Beauty Aids				
	4. Hardware:		3		354.9
	A = Hardware Only	1		181.2	
	B = Building Products	2		173.7	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		8		1,301.1
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		18		2,389.0

RETAIL STRIPS
Stoney Plain Road (at 142 Street)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories	1	1	92.9	92.9
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	6	—	1,851.9
	COMPARISON GOODS TOTAL		7		1,944.8
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	1	1	226.4	226.4
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids	1	1	102.0	102.0
	4. Hardware: A = Hardware Only B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		2		328.4
3. Personal Services			1		100.3
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		10		2,373.5

RETAIL STRIPS
109 Street (69 Avenue to 72 Avenue)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories				
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	2	—	1,328.8
	COMPARISON GOODS TOTAL		2		1,328.8
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	2	2	270.4	270.4
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products	1	1	97.6	97.6
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		3		368.0
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		5		1,696.8

RETAIL STRIPS
Whyte Avenue (81 Street to 83 Street)

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories				
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related				
	5. Retail Stores (Specialty)	—	—	—	—
	COMPARISON GOODS TOTAL		—		—
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	2	2	246.2	246.2
	2. Secondary Food Stores		1		148.6
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		3		394.8
3. Personal Services			2		177.7
4. Manufacturing/ Wholesaling					
5. Restaurants		—	1	—	80.8
	GRAND TOTAL		6		653.3

TOTAL OF THE THREE HIGHWAY COMMERCIAL AREAS

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		1		2,973.4
	A = Department Stores				
	B = General & Variety Stores	1		297.4	
	2. Apparel, Accessories:		2		370.6
	A = Clothing Only	2		370.6	
	B = Accessories				
	3. Furniture, Appliances:				
	A = Furniture Only				
	B = Appliances & Related				
	4. Automotive Related		6		2,901.6
	5. Retail Stores (Specialty)	—	5	—	2,238.4
	COMPARISON GOODS TOTAL		14		8,484.2
2. Convenience Goods	1. Food Retail:		1		445.9
	A = Grocery Stores	1		445.9	
	B = Food Supermarkets				
	2. Secondary Food Stores				
	3. Drugstores:				
	A = Drugstores Only				
	B = Health & Beauty Aids				
	4. Hardware:		2		1,009.8
	A = Hardware Only				
	B = Building Products	2		1,009.8	
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		3		1,455.7
3. Personal Services			1		78.0
4. Manufacturing/ Wholesaling			2		1,159.3
			1		167.2
5. Restaurants		—	—	—	—
	GRAND TOTAL		21		11,344.2

FORT ROAD

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores	1	1	2,973.4	2,973.4
	2. Apparel, Accessories: A = Clothing Only B = Accessories	1	1	78.0	78.0
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related		1		1,300.4
	5. Retail Stores (Specialty)	—	2	—	1,888.4
	COMPARISON GOODS TOTAL		5		6,240.2
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets				
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products		1		22.3
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		1		22.3
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		6		6,262.5

HIGHWAY 16 WEST

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories	1	1	292.6	292.6
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related		2		668.8
	5. Retail Stores (Specialty)	—	1	—	260.1
	COMPARISON GOODS TOTAL		4		1,221.5
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets	1	1	445.9	445.9
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products				
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		1		445.9
3. Personal Services					
4. Manufacturing/ Wholesaling			2		1,159.3
5. Restaurants		—	—	—	—
	GRAND TOTAL		7		2,826.7

CALGARY TRAIL

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise: A = Department Stores B = General & Variety Stores				
	2. Apparel, Accessories: A = Clothing Only B = Accessories				
	3. Furniture, Appliances: A = Furniture Only B = Appliances & Related				
	4. Automotive Related		3		932.4
	5. Retail Stores (Specialty)	—	2	—	89.9
	COMPARISON GOODS TOTAL		5		1,022.3
2. Convenience Goods	1. Food Retail: A = Grocery Stores B = Food Supermarkets				
	2. Secondary Food Stores				
	3. Drugstores: A = Drugstores Only B = Health & Beauty Aids				
	4. Hardware: A = Hardware Only B = Building Products	1	1	987.5	987.5
	5. Other Retail	—	—	—	—
	CONVENIENCE GOODS TOTAL		1		987.5
3. Personal Services			1		78.0
4. Manufacturing/ Wholesaling			1		167.2
5. Restaurants		—	—	—	—
	GRAND TOTAL		8		2,255.0

TOTAL OF FOUR INDUSTRIAL OUTLINE PLAN AREAS

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		1		805.9
	A = Department Stores				
	B = General & Variety Stores	1		805.9	
	2. Apparel, Accessories:		16		8,436.4
	A = Clothing Only	9		5,548.9	
	B = Accessories	7		2,887.5	
	3. Furniture, Appliances:		35		13,730.6
	A = Furniture Only	14		8,702.7	
	B = Appliances & Related	21		5,027.9	
	4. Automotive Related		53		19,399.8
	5. Retail Stores (Specialty)		63		22,820.2
	COMPARISON GOODS TOTAL		168		65,192.9
2. Convenience Goods	1. Food Retail:		14		4,403.4
	A = Grocery Stores	13		2,229.1	
	B = Food Supermarkets	1		2,174.3	
	2. Secondary Food Stores		9		2,133.8
	3. Drugstores:		3		581.5
	A = Drugstores Only	3		581.5	
	B = Health & Beauty Aids				
	4. Hardware:		71		41,229.8
	A = Hardware Only	3		1,597.8	
	B = Building Products	68		39,632.0	
	5. Other Retail		29		10,198.9
	CONVENIENCE GOODS TOTAL		126		58,547.4
3. Personal Services			8		817.1
4. Manufacturing/ Wholesaling			17		3,444.0
			8		1,542.8
5. Restaurants			1		86.4
	GRAND TOTAL		328		129,630.6

SOUTHEAST INDUSTRIAL OUTLINE PLAN

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:		9		4,280.4
	A = Clothing Only	6		2,741.7	
	B = Accessories	3		1,538.7	
	3. Furniture, Appliances:		17		6,847.7
	A = Furniture Only	8		4,672.1	
	B = Appliances & Related	9		2,175.6	
	4. Automotive Related		27		10,730.5
	5. Retail Stores (Specialty)	—	32	—	12,016.0
	COMPARISON GOODS TOTAL		**85**		**33,874.6**
2. Convenience Goods	1. Food Retail:		4		2,191.6
	A = Grocery Stores	3		456.2	
	B = Food Supermarkets	1		1,735.4	
	2. Secondary Food Stores		4		665.9
	3. Drugstores:				
	A = Drugstores Only				
	B = Health & Beauty Aids				
	4. Hardware:		27		16,293.4
	A = Hardware Only				
	B = Building Products	27		16,293.4	
	5. Other Retail	—	12	—	1,883.6
	CONVENIENCE GOODS TOTAL		**47**		**21,034.5**
3. Personal Services			5		367.1
4. Manufacturing/ Wholesaling			16		3,165.3
			8		1,542.8
5. Restaurants		—	—	—	—
	GRAND TOTAL		**161**		**59,984.3**

NORTHWEST INDUSTRIAL OUTLINE PLAN

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:		5		2,774.5
	A = Clothing Only	2		1,693.3	
	B = Accessories	3		1,081.2	
	3. Furniture, Appliances:		12		5,154.0
	A = Furniture Only	5		3,307.3	
	B = Appliances & Related	7		1,846.7	
	4. Automotive Related		15		4,907.9
	5. Retail Stores (Specialty)	—	25	—	9,945.5
	COMPARISON GOODS TOTAL		57		22,781.9
2. Convenience Goods	1. Food Retail:		4		750.2
	A = Grocery Stores	4		750.2	
	B = Food Supermarkets				
	2. Secondary Food Stores		3		1,207.8
	3. Drugstores:		1		270.1
	A = Drugstores Only	1		270.1	
	B = Health & Beauty Aids				
	4. Hardware:		39		20,916.0
	A = Hardware Only	3		1,597.8	
	B = Building Products	36		19,318.2	
	5. Other Retail	—	14	—	7,643.6
	CONVENIENCE GOODS TOTAL		61		30,787.7
3. Personal Services					
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		118		53,569.6

NORTHEAST INDUSTRIAL OUTLINE PLAN

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:		1		805.9
	A = Department Stores				
	B = General & Variety Stores	1		805.9	
	2. Apparel, Accessories:		2		1,381.5
	A = Clothing Only	1		1,113.9	
	B = Accessories	1		267.6	
	3. Furniture, Appliances:		1		278.7
	A = Furniture Only				
	B = Appliances & Related	1		278.7	
	4. Automotive Related		3		1,120.5
	5. Retail Stores (Specialty)	—	1	—	153.3
	COMPARISON GOODS TOTAL		**8**		**3,739.9**
2. Convenience Goods	1. Food Retail:		2		438.9
	A = Grocery Stores	2		438.9	
	B = Food Supermarkets				
	2. Secondary Food Stores				
	3. Drugstores:		2		311.4
	A = Drugstores Only	2		311.4	
	B = Health & Beauty Aids				
	4. Hardware:		3		3,493.1
	A = Hardware Only				
	B = Building Products	3		3,493.1	
	5. Other Retail	—	1	—	43.6
	CONVENIENCE GOODS TOTAL		**18**		**4,287.0**
3. Personal Services			3		450.0
4. Manufacturing/ Wholesaling					
5. Restaurants		—	—	—	—
	GRAND TOTAL		**19**		**8,476.9**

SOUTH INDUSTRIAL OUTLINE PLAN

Category	Groups:	Sub-Total Number of Businesses	Total Number of Businesses	Sub-Total Floorspace (m^2)	Total (m^2) Floorspace
1. Comparison Goods	1. General Merchandise:				
	A = Department Stores				
	B = General & Variety Stores				
	2. Apparel, Accessories:				
	A = Clothing Only				
	B = Accessories				
	3. Furniture, Appliances:		5		1,450.2
	A = Furniture Only	1		723.3	
	B = Appliances & Related	4		726.9	
	4. Automotive Related		8		2,640.9
	5. Retail Stores (Specialty)	—	5	—	705.4
	COMPARISON GOODS TOTAL		**18**		**4,796.5**
2. Convenience Goods	1. Food Retail:		4		1,022.7
	A = Grocery Stores	4		1,022.7	
	B = Food Supermarkets				
	2. Secondary Food Stores		2		260.1
	3. Drugstores:				
	A = Drugstores Only				
	B = Health & Beauty Aids				
	4. Hardware:		2		527.3
	A = Hardware Only				
	B = Building Products	2		527.3	
	5. Other Retail	—	2	—	628.1
	CONVENIENCE GOODS TOTAL		**10**		**2,438.2**
3. Personal Services					
4. Manufacturing/ Wholesaling			1		278.7
5. Restaurants		—	1	—	86.4
	GRAND TOTAL		**30**		**7,599.8**

APPENDIX 2

REGIONAL SHOPPING CENTRE CRITERIA

CRITERIA

1.	Major function	Some functions of the Community Center plus sale of general merchandise, apparel, furniture, etc.)
2.	Leading tenants	One or more large, major department stores
3.	Location	Intersection of expressways and/or freeways
4.	Radius of service area	4 miles
5.	Minimum population to support center	150,000
6.	Site area (gross land area)	40 - 100 acres
7.	Desirable maximum size of center as percentage of total area served	0.50% (0.67 acres/1,000 pop.)
8.	Ranges of Gross Floor Area	400,000 - 1,000,000 sq. ft.
9.	Number of stores and shops	40 - 80
10.	Parking requirements	Parking ratio: 4 to 1 (Parking area is four times gross floor area of building: 400 sq. ft. per parking space) 1,000 - 3,000 spaces

Source: Edmonton General Municipal Plan, 1980, Vol. II, Table 6.1

COMMUNITY SHOPPING CENTRE CRITERIA

CRITERIA

1.	Major function	Some functions of the Neighbourhood Center plus sale of shopping goods (wearing apparel, appliance, etc.)
2.	Leading tenants	Variety store and small dept. store
3.	Location	Intersection of major roads and/or expressways
4.	Radius of service area	2 miles
5.	Minimum population to support center	35,000
6.	Site area (gross land area)	10 - 30 acres
7.	Desirable maximum size of center as percentage of total area served	1.00% (0.75 acres/1,000 pop.)
8.	Ranges of Gross Floor Area	100,000 - 250,000 sq. ft.
9.	Number of stores and shops	15 - 40
10.	Parking requirements	Parking ratio: 4 to 1 (Parking area is four times gross floor area of building: 400 sq. ft. per parking space) 1,000 - 3,000 spaces

Source: Edmonton General Municipal Plan, 1980, Vol. II, Table 6.1

NEIGHBOURHOOD SHOPPING CENTRE CRITERIA

CRITERIA

1.	Major function	Sale of convenience goods and personal services
2.	Leading tenants	Super market and drugstore
3.	Location	Intersection of collector streets and/or secondary roads
4.	Radius of service area	½ mile
5.	Minimum population to support center	4,000
6.	Site area (gross land area)	4 - 8 acres
7.	Desirable maximum size of center as percentage of total area served	1.25% (1 acre/1,000 pop.)
8.	Ranges of Gross Floor Area	30,000 - 75,000 sq. ft.
9.	Number of stores and shops	5 - 20
10.	Parking requirements	Parking ratio: 4 to 1 (Parking area is four times gross floor area of building: 400 sq. ft. per parking space) 200 - 600 spaces

Source: Edmonton General Municipal Plan, 1980, Vol. II, Table 6.1

APPENDIX 3

DEFINITIONS OF TERMS

Comparison Goods - for this study comparison goods consist of general merchandise, apparel and accessories, furniture and appliances, automotive related and retail speciality stores.

Convenience Goods - for this study convenience goods consist of Food Retail (Supermarkets), Secondary Food stores, Drugstores, Hardware and Building Products and other Retail stores.

Consumer Goods - is a commodity bought by households for the services it yields in the home, e.g., domestic appliances. (Dictionary of Economics, Bannock, Baxter and Rees, 1975)

For this study, if a business contains joint operations within the establishment, then classification has been based on the major activity undertaken.

Retail Trade

- is the final link in the chain of distribution from the manufacturer to the final consumer.
- the retail outlet may be based on stocks (inventory) located at the point of final sale whether in a large department store or a barrow in a market. (Dictionary of Economics, Bannock, Baxter and Rees, 1975)
- refers to the sale of tangible goods, over the counter, to consumers, as distinct from a) wholesale trade and b) retail personal services (e.g. beauty and barber shops). It includes the sale of groceries, clothing, furniture, automobiles and accessories, jewelry, sporting goods and other consumer goods. (Woods Gordon, Regional Activity Centres, 1981)

Retailing

- is the business activity that is responsible for providing want-satisfying merchandise and services for consumers.
- a retail sale is a sale made to a person for his own use of consumption as opposed to a sale made to someone who will resell the merchandise or use it in his business or some other kind of organization. (Spohn and Allen, Retailing)

Business Assessment Data

- is the source information used in the Retail Floorspace Inventory containing classifications of businesses by their EIC.
- the Business Assessment Data refer to retailing, manufacturing, wholesaling, warehousing, financial, industrial and professional businesses.

Economic Industrial Code (EIC)

- is the code system used by the Business Assessment department to classify business types.
- there are five classes ranging from 100 to 999 allocations for all business types in the City of Edmonton.

DESCRIPTION OF KINDS OF BUSINESSES:

Food Stores - this group is composed of businesses in which the major activity is the sale at retail of bakery products, dairy products, fresh fruits and vegetables, groceries, meats, health foods and other specialized food lines.

note - businesses primarily engaged in preparing and selling food specialties (i.e., fried chicken, doughnuts, pizzas, hamburgers, soft ice cream, etc.) for off-premises consumption are classified to the service trade sector and placed in a separate listing for this study.

Secondary Food Stores - this group contains businesses which are small in size (GLA) and sell one particular specialty product. (i.e., coffee stores, nut shops, delicatessens, fruit stores, meat stores, health and dietary food stores.)

General Merchandise - this group is composed of businesses in which the major activity is the sale at retail of a wide range of commodity lines, including apparel, dry goods, furniture, home furnishings and appliances.

Department Stores - Retail businesses in this group conduct operations on a departmentalized basis, with no one commodity line representing more than 50% of the total business activity, and where sales of the following lines are mandatory:

(1) mens' clothing, mens' furnishings or boy's clothing and furnishings;
(2) furniture, i.e., wooden and upholstered goods for living-room dining-room and bedroom. (the sale of "occasional" furniture only is <u>not</u> sufficient for the purpose of this definition.);
(3) in addition, such businesses must carry a wide variety of commodity lines from among the following classifications:
   i) family clothing and apparel;
   ii) furniture, appliances and home furnishings;
   iii) all other products (i.e., toiletries, cosmetics and drugs, photographic equipment and supplies, jewelry, toys and games, sporting goods and luggage, stationery, books and magazines, gasoline, oil, auto accessories and supplies and other lines not previously noted.

Department Store-Type Merchandise (DSTM)

- this term refers to the types of merchandise listed in the above definitions and are non-food typically provided by full-line Department Stores.

- DTSM floorspace includes therefore, all Department Stores and a great variety of non-food retail trade outlets accounting for the larger proportion (i.e., 75-85%) of the total floorspace in shopping centres. (Woods Gordon, Regional Activity Centres, 1981)

Automotive Related Stores

- this group is composed of businesses in which the major activity is the sale of retail automotive products, including new and used vehicles (building space only), tires, batteries, accessories, gasoline and oil, etc.; or the repair and maintenance of motor vehicles where floorspace and products sold are accountable.

- these stores may be:
  i) tire, battery and accessories stores;
  ii) home and auto supply stores;
  iii) automotive glass shops;
  iv) service stations where products are sold (floorspace);
  v) car washes where products are sold (floorspace);
  vi) towing services;
  vii) new motor vehicle dealers;
  viii) used car dealers;
  ix) garages;
  x) paint and body shops;
  xi) specialty repair shops;
  xii) muffler replacement shops;
  xiii) other automotive related businesses.

Apparel and Accessories Stores

- this group is composed of businesses in which the major activity is the sale at retail of clothing, apparel accessories and footwear for all members of the family.

- also included are stores selling piece goods as well as furriers and custom tailors.

- these stores include:
  i) mens' and boy's clothing stores;
  ii) womens' and misses' ready to wear stores;
  iii) womens' and misses' accessories and other specialty apparel stores (i.e., knitted goods, woollens, gloves, handbags, costume jewelry, blouses, millinery, furs, etc.)
  iv) family clothing stores;
  v) specialized shoe stores for mens' and boy's, womens' and misses', and childrens' and infant's footwear;
  vi) second-hand clothing stores.

Hardware and Building Products

- this group is composed of businesses in which the major activity is the sale of retail of:
  i) hardware goods (i.e., paint, glass and wallpaper, household furniture, television and radio sets, electrical appliances, home furnishing such as lamp and lighting fixtures, china and glassware, floor coverings, draperies and curtains.)

- also included are businesses in which the major activity is the repair of radios, television sets and household electrical appliances where sales floorspace for products is involved.

- included in this group for the retail inventory study are building product stores which sell a related good over their counter.

Other Specialty Retail Stores

- this group is composed of businesses which cannot be classified to any of the preceding major groups and in which the major activity is the retail sale of various commodity lines. (i.e., antique, florists, souvenirs, etc.). (Merchandising and Services Division, Retail Trade, Census of Canada, 1971)

Personal Services

- is the business activity that is responsible for providing service related to personal needs and effects.

- these stores include:
  i) barber and beauty shops;
  ii) dressmaking;
  iii) shoe repair;
  iv) tailor;
  v) cleaning service;
  vi) clothing rental;
  vii) music teachers;
  viii) school (private)